



Shaquille O'Neal Appointed As Carnival Cruise Line's New "CFO"...Chief Fun Officer

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MIAMI, Jan. 12, 2018 /PRNewswire/ -- NBA Hall of Famer and TNT commentator Shaquille O'Neal – also known as "Shaq" – announced on last night's TNT Inside the NBA broadcast that he has been given a new title, joining Carnival Cruise Line as their newly appointed "CFO."

The announcement was made with a tongue-in-cheek video that features Shaq and Carnival President Christine Duffy but omits one minor detail: CFO stands for "Chief Fun Officer," personifying the cruise line's newest brand campaign, "Choose Fun," which launched earlier this week.

As the newly appointed "CFO," O'Neal has partnered with the cruise line, lending his fun, larger-than-life personality and playful spirit to inspire America to Choose Fun with Carnival when planning their next vacation, and in their everyday lives.

Shaq's role will be brought to life via [engaging video content](#), social media and experiential activations, beginning today.

In the first piece of advertising that introduces Shaq as Carnival's Chief Fun Officer, he takes viewers on a [whirlwind 30-second tour](#) of [Carnival Vista](#), showing his playful self as he enjoys the ship's many attractions and experiences, including [SkyRide](#), Havana pool, [Cloud 9 Spa](#), a burger at [Guy Fieri's Burger Joint](#) and, of course, the basketball court.

"We are very excited to have Shaq as part of the Carnival team! He will serve as a great partner ensuring everyone knows all about our one-of-a-kind brand of fun," said Duffy. "We're confident that his embodiment of our brand values will inspire America to Choose Fun and discover the authentic, participatory and social atmosphere that Carnival offers."


"In today's world, it's more important than ever to choose fun, especially when everyone is busy with work, family, and life in general," says O'Neal. "So, I'm honored to be appointed the Chief Fun Officer at Carnival – a company that lives and breathes fun."

Carnival Cruise Line is the largest brand in the Carnival Corporation portfolio with a fleet of 25 ships designed to deliver fun and memorable vacation experiences at a great value. It is the world's most popular cruise line carrying five million guests a year and catering to a wide consumer demographic, appealing to families, couples, singles and seniors. Carnival carries more children and military personnel than any other cruise line. In spring 2018, the 133,500-ton [Carnival Horizon](#) will debut as the 26th ship in the fleet.

For additional information and reservations, contact any travel agent, call 1-800-CARNIVAL or visit [carnival.com](#). Carnival also can be found on: [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#). Journalists also can visit Carnival's media site, [carnival-news.com](#) or follow the line's PR department on Twitter at [twitter.com/CarnivalPR](#).

About Carnival Cruise Line

Carnival Cruise Line, part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 25 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Europe, Cuba, Australia, New Zealand and the Pacific Islands. Two 133,500-ton Vista class ships are currently scheduled for delivery - Carnival Horizon in 2018 and Carnival Panorama in 2019. Additionally, two new 180,000-ton ships are scheduled to enter service in 2020 and 2022.

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