



Olivia Celebrates 40 years with 4200 Lesbians Onboard!

Biggest Lesbian Cruises Ever - Olivia Travel Celebrates 40 Years of Travel and Entertainment with two 2100-passenger Southern Caribbean Cruises and the Biggest Lineup in its History

SAN FRANCISCO – November 28, 2011 – **Guests vacationing on Olivia Travel’s 40th Anniversary Caribbean Cruises on January 27 – February 3, 2013 and February 3-10, 2013 will be celebrating their culture and their community onboard the largest lesbian cruises to set sail yet.** There will be two back-to-back Southern Caribbean Cruises departing Ft. Lauderdale to celebrate this momentous occasion. These are much-anticipated cruises, and before Olivia could announce these landmark sailings to the public, the first ship of 2,100 passengers was 90% sold out.

While Olivia was founded in 1973 as the groundbreaking women’s music label, today it is the premier lesbian travel company, taking women on cruise, resort, adventure, and luxury vacations all over the world. Olivia always charters the entire cruise ship or buys out the entire resort, bringing in entertainment and activities geared towards the lesbian community. “Even if you are out all the time in the world, there’s nothing like being in the majority every minute of every day on your vacation,” said Judy Dlugacz, President and Founder of Olivia.

As a record company, Olivia sold over a million albums and as a travel company Olivia has taken over 125,000 women on more than 170 trips around the world. “From a 46-passenger expedition ship visiting the Galapagos to 2,100 women on a Caribbean cruise, from 300 lesbians on a riverboat in China to 1,000 women on the beach in Punta Cana, Olivia guests have been welcomed everywhere. We have given back to the communities we visit, raised awareness and changed hearts and minds about what it means to be a lesbian traveler,” said Jill Cruse, VP of Guest Experiences and Strategic Partnerships.

Olivia’s first “concerts on a cruise” in 1990 were met with tremendous enthusiasm. “History has repeated itself—the first cruise ship we chartered sold out so quickly that we had to add a second sailing, and the same thing happened with our 30th, and now 40th, anniversary cruises. We are overwhelmed by the response to this latest milestone,” said Dlugacz. “It’s about celebrating our community and all we’ve experienced and accomplished together these past four decades.”

Presenting over 20 recording artists and comedians, as well as soon-to-be-announced speakers and prominent DJs, Olivia boasts the greatest festival of talent ever to perform on one its cruises.

“We are thrilled to have a reunion performance of original Olivia recording artists Meg Christian and Cris Williamson, along with the biggest lineup we have ever had,” said Tisha Floratos, VP of Travel for Olivia. Kate Clinton, Vickie Shaw, Karen Williams, Suede, Marga Gomez, Lisa Koch, Roxanna Ward, Elvira Kurt, Michele Balan, Sweet Baby J’ai, Julie Goldman, Dianne Davidson, Barbara Higbie, Teresa Trull, Dana Goldberg, Gina Yashere, Julie Wolf, Zoe Lewis, Mimi Gonzalez, CC Carter, and more will all be onboard to perform and celebrate.

The cruise will also feature parties, dances, incredible excursions like swimming with dolphins and ATV rides, a singles/solos program, and much more, all designed with the breadth and diversity of the Olivia community in mind. “This is the biggest celebration of our community that



Olivia has produced to date. It will be a giant reunion, celebration, entertainment extravaganza and tropical vacation all rolled into one," remarked Floratos.

40 years is a major milestone for a lesbian company, and speaks to the deep bond between Olivia and its travelers, who are affectionately referred to as "The Olivia Family". "It's a bond unparalleled by any company, anywhere, and we will honor that connection with these two extraordinary sailings," promised Dlugacz.

Olivia's 40th Anniversary Caribbean Cruises will be onboard Holland America's luxurious *Nieuw Amsterdam* with amenities that include a Culinary Arts Center presented by *Food & Wine Magazine*, an expanded Greenhouse Spa and Salon with thermal suites and hydro-pool, and the largest gym on the Holland America Line. **These celebratory cruises depart from Fort Lauderdale, Florida on January 27 and again on February 3, 2013 and will call on a private Bahamian Island, Half Moon Cay; Willemstad, Curacao; and Oranjestad, Aruba. For more information call 800-631-6277 or visit www.olivia.com.**

ABOUT OLIVIA

Originally founded as a record label in 1973, the San Francisco-based company has evolved into the leader in lesbian cruise, resort, adventure and luxury vacations, and has taken over 125,000 lesbians on vacation since 1990. Olivia has contributed millions of dollars to local and national LGBT organizations including the National Center for Lesbian Rights, Human Rights Campaign, The National Gay & Lesbian Task Force, The Gay & Lesbian Alliance Against Defamation, Mautner Project and scores of other community and advocacy organizations across the country and around the world. For more information about Olivia Travel, visit www.olivia.com or call (800) 631-6277.

INTERVIEW REQUESTS: Please contact Tisha Floratos, (415) 962-5647.