



## **CELEBRITY CRUISES MARKS JOURNEY TO BEYOND**

### ***Coin Ceremony Celebrates Celebrity Beyond, Third Gem in Line's Industry-Transforming Edge Series***



*Tobias King, Celebrity Cruises' Edge Series Project Manager, and Sébastien Le Boulluec, Chantiers de l'Atlantique's Edge Series Project Manager, hold the ceremonial "good fortune" coin for Celebrity Beyond as the ship's keel is laid. Celebrity Beyond is the highly-anticipated third ship in the brand's award-winning Edge Series.*

**ST. NAZAIRE, FRANCE – Nov. 19, 2020** – Today, [Celebrity Cruises](#) held the shipbuilding industry's traditional coin ceremony for *Celebrity Beyond*, the next ship in the line's award-winning *Edge Series*, signifying an important milestone in the innovative ship's construction.

An honored tradition, the coin ceremony is meant to bring the ship good fortune and coincided with the laying of a keel block for *Celebrity Beyond*. Celebrity, a brand known for its efforts to close the gender gap in the maritime industry, fittingly chose a coin from the American Innovation dollar series honoring Annie Jump Cannon, the daughter of an American shipbuilder, a suffragist and a pioneering astronomer credited with the development of contemporary stellar classification.

"In a year that has continuously tested the strength of our industry, it is encouraging that we move forward with building *Celebrity Beyond*," explained Richard Fain, Chairman of the Royal Caribbean Group, parent company of Celebrity Cruises. "*Celebrity Beyond* signals that as we prepare to return to service, we do so confidently and with great optimism about the future."

"This is a proud and exciting moment because *Celebrity Beyond* will continue to elevate an already incredibly innovative and transformative Series of ships for our brand – and the industry," said Lisa Lutoff-Perlo, President and CEO of Celebrity Cruises. "I thank all of my amazing colleagues and our incredible partners at the shipyard for moving us one step closer to bringing *Celebrity Beyond* to life. We have some special surprises planned with *Celebrity Beyond* and I really can't wait to share her with the world."

"This event is a new milestone in the success story we have been sharing for decades with Royal Caribbean Group and Celebrity Cruises," stated Laurent Castaing, General Manager of Chantiers de l'Atlantique. "Together, once again, we will be striving for excellence, to add a third gem to the prestigious *Celebrity Edge Series*."

Tobias King, Project Manager for Celebrity Cruises, and Sébastien Le Boulluec, Project Manager Edge Series at Chantiers de l'Atlantique had the honor of placing the ceremonial coin.

*Celebrity Beyond* joins two beautiful *Edge Series* ships: the highly-lauded *Celebrity Edge*, named to [TIME](#)

[Magazine's 2019 World's Greatest Places](#) list for its cutting-edge design and numerous innovations like the cantilevered Magic Carpet; and *Celebrity Apex*, described as a "perfection doubled" sister-ship with new culinary, wellness and entertainment offerings taking the onboard experience to new heights.

*Celebrity Beyond* is anticipated to be delivered in Spring 2022.

### **About Celebrity Cruises**

Celebrity Cruises' iconic "X" is the mark of a fleet of 14 award-winning ships redefining luxury cruise travel with cool, contemporary design and accommodations; dining, spa and entertainment experiences for modern tastes; and culturally rich and diverse destination experiences, all complemented by warm, personalized service. Celebrity has pioneered many industry firsts at sea including: the first use of solar panels on a cruise ship; the first to eliminate use of plastic water bottles; the first American female Captain of a cruise ship; the first-ever all-female bridge and officer team sailing; the first West African woman to work on the bridge of a cruise ship; and one of the first legal same-sex weddings performed at sea. Driven by wanderlust and a passion for opening the world, Celebrity journeys to all seven continents, visiting nearly 300 destinations in more than 70 countries. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Group. (NYSE: RCL).

### **About Chantiers de l'Atlantique**

Chantiers de l'Atlantique is one of the market leaders worldwide for highly complex ships and offshore installations, thanks to its state-of-the-art industrial facilities and renowned expertise in designing, integrating, testing and delivering turnkey maritime solutions.

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**Editor's Note: Media can stay up-to-date on all Celebrity Cruises news at [www.celebritycruisespresscenter.com](http://www.celebritycruisespresscenter.com).**

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