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FOR IMMEDIATE RELEASE

CRUISING FOR A CAUSE SPONSORS WEIGHT LOSS CRUISE TO HELP RAISE MONEY FOR CHILDREN WITH CHRONIC ILLNESSES

Cruise will feature contestants from the weight-loss reality show "The Biggest Loser."

MOORESVILLE, NC – MAY 1, 2009 [Cruising for a Cause](http://www.cruisingforacause.org) announces its inaugural weight-loss cruise which promotes wellness, exercise and a healthier lifestyle. The cruise will benefit Victory Junction Gang Camp in Randleman, N.C., a camp which offers these children a chance to attend at no charge through generous donations.

The cruise will feature boot camp-style workouts with some of the contestants featured on the hit reality show *The Biggest Loser*. There will also be an equally invigorating panel discussion, with a lively question-and-answer session and an inspiring story exchange. By hearing the before-during-and-after contestant stories, the cruise guests will be primed on what it takes to maintain a healthy lifestyle.

"We're also planning trips to restaurants in the different ports of call as well as aboard the ship," says Becky Davis, Co-founder of Cruising for a Cause. "This way the cruise guests will benefit from tips and tricks for the healthiest way to eat out and how to navigate the buffets. Additionally, planned shore excursions will help guests learn how to incorporate workouts and remain active during their vacations."

The goal, Davis explains, is for guests to leave the ship and head back into their daily lives, taking what they've learned and applying it to make their lifestyles healthier.

"We're hoping once off the ship," says Michael Consoli, Elite Cruise Counselor with Cruise Planners, "the guests will share what they've learned with others who struggle with their weight, inspiring others to embrace a healthier lifestyle as well."

The weight-loss cruise will be aboard Royal Caribbean International's Freedom of the Seas departing from Port Canaveral, Fla., heading to Coco Cay, Bahamas, Charlotte Amalie, St. Thomas and Phillipsburg, St. Maarten. The cruise departs March 14th, 2010 and returns March 21, 2010.

"It's the perfect holiday gift," says Davis. "What a great way to prepare yourself for what is typically an over-indulgent time. Plus, a portion of the ticket price will help children with chronic illnesses achieve their dreams through the Victory Junction Gang Camp in Randleman, N.C."

To participate in the cruise, contact Michael Consoli of Cruise Planners at 800-913-7245 or visit www.cruisingforacause.org for more details.

About Cruising for a Cause

Cruising for a Cause was started by a group of friends dedicated to losing weight and living a healthier lifestyle. Inspired by the hit show on NBC, *The Biggest Loser*, they sought a way to learn the proper way to order while eating out, how to prepare healthy meals at home, and how to confront things that were holding them back emotionally. Tying a charitable contribution to a personal goal was the ideal way to share with like-minded people while having fun for everyone involved.

DISCLAIMER: Cruising for a Cause is in no way affiliated with NBC, The Biggest Loser, Victory Junction, and/or Royal Caribbean International.