

# PRESS RELEASE

## Children's Book Series Sets Sail with Celebrity Cruises®

### Stories Highlight Cruise Destinations

**Westfield, Ind., February 5, 2015:** COLOR Marketing & Design's children's book series *Molly and the Magic Suitcase* is now on board Celebrity Cruises, a modern luxury cruise line that sails to the world's seven continents.

The series features destination-based cultural adventures. To date, story characters Molly and her younger brother Michael have trekked to Rome, Barcelona, Thailand, Peru, Copenhagen and Puerto Rico.

"Every child is an explorer," series author Chris Oler says, "and when children are on board a Celebrity cruise, what better environment could there be for discovering new things?"

The books are now part of Celebrity Cruises' Fun Factory youth program for guests ranging from three to eight years old. Children can participate in readings and special onboard activities influenced by Molly's adventures around the world. Celebrity delivers cruise vacations to all seven continents, visiting more than 285 destinations in the Caribbean, Europe, South America, Australia, Asia and more.

"Celebrity is an ideal place for our stories. Children learn and will be excited to go ashore to see things from the books," says Amy Houston Oler, the series illustrator. "We want to inspire learning and there is no better way than to put the books in front of kids actually exploring these destinations."

Chris adds, "We thought of parents vacationing with young children. Adults have immersion programs where they learn about a city before the ship reaches a destination. Think of it as something similar for a child's perspective. It makes going ashore much more exciting. The stories make the visit a richer experience for both parents and children."

Cody Phillips, Youth & Guest Activity Specialist for Celebrity Cruises, agrees, "Celebrity offers enriching vacation experiences for guests of all ages. The *Molly and the Magic Suitcase* book series will be a great addition to our youth program, and encourage younger guests to discover more about the exciting destinations they'll visit."

The books are currently available on board Celebrity Cruises ships *Celebrity Century*, *Celebrity Millennium*, *Celebrity Equinox*, *Celebrity Infinity*, *Celebrity Reflection*, and *Celebrity Summit*.

According to Amy, "The theme of the series is cultural discovery. We want children to see how other kids' experiences are both different and similar to their own."

Molly and the Magic Suitcase published its first story, *Molly Goes to Rome*, in January of 2013. Learn more about the series at [www.mollyandthemagicsuitcase.com](http://www.mollyandthemagicsuitcase.com). All books in the series are available in paperback and electronic formats on Amazon.com.

Chris Oler and Amy Houston Oler are the co-creators of *Molly and the Magic Suitcase*. They own COLOR Marketing & Design, a branding firm that publishes the series.

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