



MEDIA CONTACTS:

Lyan Sierra-Caro
lsierracar@rccl.com

Molly Dreska
Molly.Dreska@InterMiamiCF.com

**SOUTH FLORIDA PROUD: ROYAL CARIBBEAN TAKES CENTER STAGE
ON INTER MIAMI CF'S ICONIC JERSEYS**

*The World's Largest Cruise Line Debuts as the Club's Front-of-Jersey Partner
in the Upcoming 2024 Campaign*



January 2024 – Royal Caribbean International and Inter Miami CF revealed the world's largest cruise line will make its mark front and center on every Inter Miami jersey as the Official Jersey Partner, beginning with the upcoming 2024 campaign. The South Florida-based powerhouses celebrated the new era on Royal Caribbean's highly anticipated vacation, Icon of the Seas, with four-time Emmy Award-winning host Mario Lopez and Royal Caribbean and Inter Miami executives, ownership, players, staff and fans.

MIAMI, Jan. 23, 2024 – Inter Miami CF's players are suiting up for a new era. Royal Caribbean International, Inter Miami's Main Partner and Official Vacation Partner, and the Club revealed **the world's largest cruise line will make its mark front and center on every Inter Miami jersey** as the Official Jersey Partner, beginning with the upcoming **2024 campaign**.

(more)

Today, *La Noche* – the Club’s away kit – was on full display with the cruise line’s bold crown and anchor logo at a celebration on the new highly anticipated vacation, [Icon of the Seas](#). Four-time Emmy Award-winning host Mario Lopez, along with Royal Caribbean and Inter Miami ownership and executives, joined players, staff and fans in the surprise unveiling. **Starting tonight at 9 p.m. EST, fans can be among the first to purchase the *La Noche* jersey with the crown and anchor by visiting [MLSStore.com](#); and in February, the jersey will be available for sale on *Icon*.**

“Both Royal Caribbean Group and Inter Miami share the values of dreaming and determination – and the highs of the unbelievable moments when those dreams come true. It’s exciting to now combine forces, and I can’t wait for the future that our two organizations will forge for our industries, for our fans around the world, and of course, for our local communities here in South Florida,” said Royal Caribbean Group President and CEO Jason Liberty.

“Today marks a significant moment in an authentic partnership between two South Florida-based powerhouses, both deeply committed to the community we proudly call home,” said Inter Miami CF Chief Business Officer Xavier Asensi. “We eagerly anticipate our players taking the field and sporting the Royal Caribbean logo on our iconic jerseys in front of our incredible fans at our stadium, across the country and around the globe.”

Today’s reveal of the new front-of-jersey partner and the first look at one of the striking kits, which is inspired by the energy and excitement of Miami at night, follows the [August 2023 announcement](#) of the two globally known and South Florida-based powerhouses joining forces. The **multiyear partnership** combines the passion and commitment the hometown favorites share for the city, their community and creating memorable moments with fans around the world. On and off the field, the partners have since come together across **stadium LEDs, in-match content, fan zone activations** as well as on **social and digital platforms**. Plus, more will come to life in **local community initiatives, experiences on Royal Caribbean ships** and more. Additional details about the partnership will be revealed at a later date.

From one celebration to the next, Royal Caribbean also welcomed its newest vacation, *Icon*, at a naming celebration with **The Icon of *Icon of the Seas*** on hand – world-renowned fútbol player and TIME’s 2023 Athlete of the Year **Lionel Messi**. The eight-time Ballon d’Or winner **officially named and bestowed safekeeping onto the world’s best vacation**, its dedicated crew and the adventurers who will experience it for many years to come.

(more)

Icon is the first-of-its-kind combination of every vacation, from the resort getaway to the beach escape and the theme park adventure, and the cruise line's best-selling ship. Making its debut on Saturday, Jan. 27, with six record-setting waterslides, seven pools, the first neighborhood designed for young families, more than 40 ways to dine, drink and be entertained; and more, *Icon* features a lineup of experiences for every type of family and vacationer to make memories together and on their own adventures without compromise. For more about *Icon*, vacationers can visit Royal Caribbean's [website](#).

About Royal Caribbean International

[Royal Caribbean International](#) owned by Royal Caribbean Group (NYSE: RCL), has been delivering innovation at sea for more than 50 years. Each successive class of ships is an architectural marvel that features the latest technology and guest experiences for today's adventurous traveler. The cruise line continues to revolutionize vacations with itineraries to 240 destinations in 61 countries on six continents, including Royal Caribbean's private island destination in The Bahamas, [Perfect Day at CocoCay](#), the first in the Perfect Day Island Collection. Royal Caribbean has also been voted "Best Cruise Line Overall" for 21 consecutive years in the *Travel Weekly* Readers Choice Awards.

Media can stay up to date by following [@RoyalCaribPR](#) on X and visiting [RoyalCaribbeanPressCenter.com](#). For additional information or to make reservations, vacationers can call their travel advisor; visit [RoyalCaribbean.com](#); or call (800) ROYAL-CARIBBEAN.

About Inter Miami CF

Club Internacional de Fútbol Miami, known as Inter Miami CF, is an American professional sports team in its fourth season in Major League Soccer. Inter Miami plays and trains at its 34-acre centralized facility, which includes DRV PNK Stadium, a 50,000-square-foot training center and seven fields in Fort Lauderdale, Florida. In addition to the MLS team, the Club fields MLS NEXT Pro team Inter Miami CF II and has a youth Academy for ages U-12 to U-19. Please visit [www.intermiamicf.com](#) for more information. Inter Miami CF Main Partners include: Royal Caribbean, Fracht Group, Baptist Health, and Florida Blue.

###