



iVILLAGE AND ROYAL CARIBBEAN SERVE UP SEVEN MORE DAYS OF SUMMER FUN WITH THE *iVILLAGE ENDLESS SUMMER PHOTO CONTEST*

Launching Today, Women Invited To Share Their Favorite Summer Vacation Shots at www.iVillage.com/endlesssummer

One Lucky Winner Receives An Extra Week of Summer: A Seven-night Cruise for Four Aboard One of Royal Caribbean's Family-Friendly Cruise Ships

New York, NY, September 8, 2011 – Summer may have come to a close, but your photos live on forever – and they may be worth a vacation for four! [iVillage's Endless Summer Photo Contest](#) keeps summer fun around for just a little longer with its upcoming photo contest where one lucky [iVillage](#) community member will win an extra week of sun aboard a Royal Caribbean International cruise ship! Today, iVillage invites women to search their digital cameras for their favorite photo from this summer of friends and family enjoying the holidays, from a day at the beach, a poolside barbecue or even a trip to the zoo. Users can upload their winning photo at www.iVillage.com/endlesssummer, and in 140 characters, explain why it's the best vacation photo, ever! The iVillage community will decide which shot deserves the *Endless Summer* grand prize.

"The *iVillage Endless Summer Photo Contest* is a natural extension of how iVillage connects with its audience of women everyday across its lively message boards, as they come together to share and engage on a wide range of topics, from family and finance to the best summer photo!" said Liz Zack, Editorial Director, iVillage Pregnancy & Parenting. "With Royal Caribbean on board, our community members have an exclusive chance to win an amazing prize, one that will create even more memories for themselves and their families."

Beginning October 8, visitors to iVillage will be able to view a select group of editorially-chosen finalists and cast their vote for the best of the best by choosing "wish I was here." On October 14, iVillage will award one lucky family with a seven-night Western Caribbean cruise on a choice of either Royal Caribbean's [Oasis of the Seas](#) or [Freedom of the Seas](#) ships, in a balcony stateroom, with airfare included.

About iVillage

[iVillage](#) is the largest content-driven community for women online. With over four million conversations annually and thousands of specific brands talked about weekly, iVillage is at the center of her digital routine. Every day, women come to iVillage to connect, share advice, find life tools and engage in conversations that matter most to them in the areas of Pregnancy & Parenting, Health, Food, Entertainment and Beauty & Style. Additional businesses and brand extensions within iVillage include iVillage UK, Petside.com, Dinnertool.com, Astrology.com and GardenWeb. iVillage Inc., is based in New York City, and is part of the NBCUniversal Entertainment & Digital Networks and Integrated Media Group. Join iVillage's Facebook group at www.facebook.com/ivillage and follow us on Twitter at www.twitter.com/ivillage.

About Royal Caribbean International

Royal Caribbean International is a global cruise brand with 22 ships currently in service. The cruise line also offers unique cruise tour land packages in Alaska, Canada, Dubai, Europe, and Australia and New Zealand. For additional information or to make reservations, call your travel agent, visit www.royalcaribbean.com or call (800) ROYAL-CARIBBEAN. Follow Royal Caribbean on Facebook at www.facebook.com/royalcaribbean or on Twitter, @royalcaribbean. Travel professionals should go to www.cruisingpower.com or call (800) 327-2056.

Contacts:

Maryellen Mooney, iVillage, 212-651-5198, Maryellen.mooney@nbcuni.com

Lyan Sierra Caro, Royal Caribbean International, 305-539-4091, lsierracar@rccl.com