



## **DREAM CRUISES TO DEBUT HARI RAYA CELEBRATIONS ON WORLD DREAM**

Announces support for the Muslim community with new CSR initiative with Jamiyah Singapore; Halal-friendly offerings throughout the year



(L to R) Mr. Jaffar Mydin, Secretary General & COO of Jamiyah Singapore; Mr. Michael Goh, President of Dream Cruises; Prof (Adjunct) Datuk Dr. Mohammad Hasbi Abu Bakar, President of Jamiyah Singapore and Captain Robert Bodin of World Dream commemorated the MoU signing between Dream Cruises and Jamiyah Singapore.

**Singapore, 17 March 2021** – In anticipation of the Islamic holy month, Dream Cruises announces the launch of Hari Raya themed cruises aboard World Dream in May, where guests will enjoy festive culinary and entertainment experiences as they celebrate the annual Muslim festival on the first Halal-friendly cruise ship in the Asia-Pacific. To further spread the spirit of Hari Raya through the act of giving, Dream Cruises also signed an MoU with Jamiyah Singapore on a new CSR campaign that will encompass charitable donations and fundraising initiatives throughout the year to support underprivileged communities in Singapore.

“Since the launch of our Halal-friendly experiences aboard World Dream in December last year, we have been greatly encouraged by the positive reception in the market. We are pleased to announce that Dream Cruises will host her first-ever Ramadan and Hari Raya cruises on World Dream this year, where guests can enjoy a hassle-free vacation at sea that fully caters to their needs when observing two of the most important religious festivals in Islam. We remain dedicated to curate exceptional cruise experiences that cater to the lifestyle of Muslim guests, to become their vacation of choice,” said Mr. Michael Goh, President of Dream Cruises. “As well, we are honored to partner with Jamiyah Singapore on the charity adoption program, through which we look forward to spread the spirit of giving back during Hari Raya and to extend our support to those that are in need.”

**Enjoy a Halal-friendly Cruise Holiday throughout Ramadan and Hari Raya**



## DREAM CRUISES



Special early morning Sahur meals and festive menu items will be served on World Dream during Ramadan and Hari Raya.

To help guests observe Ramadan on board World Dream, a special early morning Sahur meal will be served in The Lido's dedicated Halal section during designated times from 13 April to 12 May 2021.

In celebration of the end of Ramadan two special Hari Raya Festival at Sea Super Seacations on 16 May and 23 May will provide guests with a host of fun activities and culinary delights for passengers of all faiths.

With food playing such an important role during this time, celebrity chefs will host special cooking demonstrations to share their secrets in the kitchen. One of the most prominent figures in Singapore's culinary scene, chef Mel Dean will teach guests how to prepare some of his most famous signature dishes during the 3-night cruise departing on 16 May. On the 3-night, 23 May voyage, chef Sarah Ariffin will host Halal pastry cooking demonstrations to indulge everyone's sweet-tooth. And throughout, these two cruises, chef Mel Dean's signature dishes will be available in The Lido's dedicated Halal section along with special Hari Raya drinks and mocktails.

In addition to festive entertainment programs for Hari Raya, such as special flash mob performances on the cruise ship, as an additional special treat on the 23 May sailing, guests will be able to attend a gala screening at sea of *Not My Mother's Baking*, the story of how the daughter of a Malay-Muslim celebrity chef falls in love with the son of Chinese meat seller, with the director, producer, cast members and celebrity guests Mastura Ahmad and Seriwahyuni Jaes in attendance. The stars of the popular travel series Ole Ole Temasya, Ahmad and Jaes will also be on hand to share colorful and memorable highlights from the show for guests on World Dream.

### **Year-Round Halal-Friendly Features**

All year round, Halal-friendly amenities on board World Dream will provide Muslim guests with the opportunity to indulge in their dream vacation without worries.

Beginning 16 May onwards, for that long-awaited spa day, the Crystal Life Spa offers a comprehensive spa menu featuring a Halal-friendly environment and products. Available treatments provide a tantalizing mix of practices of Eastern and Western cultures encompassing a variety of procedures from facials to massages and body scrubs.



The Lido, one of World Dream's most popular restaurants on board serving breakfast, lunch and dinner, with a 24/7 Snack Corner, now offers a dedicated Halal Corner for Muslim guests to whet their appetites. In addition to The Lido, selected F&B restaurants on board World Dream, along with Room Service, will offer Halal options in their menus to provide the most flexible dining options found at sea for Muslim guests.

For extra convenience, a Prayer Room is available on board World Dream and Qurans, prayer mats and compasses will be provided upon request.

### **Serving the Community: Charity Adoption of Jamiyah Singapore**

In attendance at the event on 17 March, Prof (Adjunct) Datuk Dr. Mohd Hasbi Abu Bakar, President, Jamiyah Singapore helped to sign a MoU signifying Dream Cruises intent to officially "adopt" the charity organization for the year. As part of the collaboration, Dream Cruises will donate a percentage of proceeds from selected group cruise sales bookings to Jamiyah Singapore and will also donate cabins for fundraising activities throughout the year.

Furthermore, In the spirit of giving back during Hari Raya, a special Super Seacation cruise will also take place on 23 May when World Dream plays host to underprivileged families and Jamiyah Singapore volunteers who will be able to enjoy numerous activities on board.

Jamiyah Singapore, also known as Muslim Missionary Society Singapore, was founded in 1932 by the Roving Ambassador of Peace from Meerut (India), Moulana Abdul Aleem Siddique. Continuing Moulana's legacy, the organization's mission is to serve and provide welfare services to the less privileged and disadvantaged, regardless of their race or faith.



(L to R) Mr. Remi M Sali, Director and Mr. Ho Pak Kin, Executive Producer of Movie "Not My Mother's Baking"; Chef Sarah Ariffin; Mr. Jaffar Mydin, Secretary General & COO of Jamiyah Singapore; Chef Mel Dean; Mr. Michael Goh, President of Dream Cruises; Captain Robert Bodin of World Dream; Prof (Adjunct) Datuk Dr. Mohammad Hasbi Abu Bakar, President of Jamiyah Singapore; Mr. Mohamed Jinna, Chairman, United World Halal Development and Mr. Terence Lim, Assistant Vice President – Sales of Genting Cruise Lines celebrated the launch of Ramadan and Hari Raya cruises on World Dream.

Please download hi-res images at:

[https://gentinghk-my.sharepoint.com/:f:/p/corpcomm/EIJ\\_NvEKyMhCoZKencsBg3wBH81LK8lSb8Rk5eoXgsuJHq?e=VTP5d9](https://gentinghk-my.sharepoint.com/:f:/p/corpcomm/EIJ_NvEKyMhCoZKencsBg3wBH81LK8lSb8Rk5eoXgsuJHq?e=VTP5d9)



DREAM CRUISES

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### **About Dream Cruises**

Genting HK brings 26 years of Asian cruise industry experience in creating its new cruise line – Dream Cruises. Featuring a complete fleet of quality, German built vessels for Asian sourced passengers, Dream Cruises aims to be a pacesetter in the global cruise industry, meeting the needs of the ‘emerging generation’ of confident, independently minded and upwardly mobile Asian travelers. Dream Cruises offers inspirational journeys, which are Asian at heart and international in spirit.

Purpose-built for the Asian market, Genting Dream, the first ship of the fleet, debuted in November 2016, with her sister ship World Dream joining in November 2017, offering guests cruising from Guangzhou, Hong Kong and Singapore the highest levels of service, as measured by crew to passenger ratio, and most spacious comfort as measured by gross tons per lower berth. Further expanding the Dream Cruises family, Explorer Dream joined in 2019 with homeports in Shanghai, Dalian and Tianjin during summer and Australia and New Zealand in winter. Construction has also started in Germany on the 208,000 gross ton Global Class ship that will join the fleet in 2022.

Dream Cruises has been recognized by the Berlitz Cruising and Cruise Guide 2020, ranking Genting Dream and World Dream once again in the world’s top ten Large Resort Ships – the only two highest ships to homeport year-round in Asia. Dream Cruises’ third ship, Explorer Dream, also made her debut in the Berlitz Cruising and Cruise Ships 2020 guide under the “Mid-Sized Ship” category in the Top 20 position.

Dream Cruises was also recently awarded ‘Best Luxury Cruise Line’ at the Annual 30<sup>th</sup> Travel Trade Gazette’s (TTG) Travel Awards 2019 and ‘Best Cruise Line – Cuisine’, ‘Best Cruise Line – Entertainment’ and ‘Best Cruise Line – Family’ by the Travel Weekly Asia Readers’ Choice Awards 2019.

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