

Dream Cruises announces year-long CSR collaboration with Singapore Red Cross, starting with a special Christmas event on World Dream for the elderly
The 'Dream Cruises & Singapore Red Cross Dream Mission' aims to provide support in community engagement, fundraising and advocacy



17 December 2021 on World Dream (Left to Right): Mr Johnny Tang, Head, Resource Development, Singapore Red Cross (SRC), Mr Michael Goh, President of Dream Cruises, Mr Benjamin William, Secretary General and CEO of Singapore Red Cross (SRC) and Captain Jonny Mehtola of World Dream signed the 'Dream Mission' MOU for Dream Cruises to support SRC in community engagement, fundraising and advocacy throughout 2022 in Singapore.

Singapore, 17 December 2021 – Dream Cruises is pleased to collaborate with Singapore Red Cross (SRC) to launch the '*Dream Cruises & Singapore Red Cross Dream Mission*', a year-long partnership that will commence from 17 December 2021 until 31 December 2022. Under this special collaboration and as part of Dream Cruises' ongoing Corporate Social Responsibility (CSR) efforts and commitment, Dream Cruises will support SRC in community engagement, fundraising and advocacy through a series of jointly organised initiatives in Singapore.

To commemorate the inaugural launch and the start of an ongoing partnership with SRC, Dream Cruises is pleased to organise and host a special port-stay event on board World Dream today (17 December 2021, Friday) to celebrate Christmas together with the elderly and volunteers under SRC's ElderAid - a befriending and wellness programme that reduces vulnerability and enhances resilience, to achieve community ageing-in-place. In conjunction with this special event, a Memorandum of Understanding (MOU) signing ceremony was also held on World Dream, which was attended by Mr Michael Goh, President of Dream Cruises and Mr Benjamin William, Secretary General and CEO of Singapore Red Cross.



“Dream Cruises had recently celebrated two milestones in November, which include Dream Cruises’ 5th Anniversary as a brand and World Dream’s one-year cruise resumption anniversary in Singapore. As 2022 brings a new year and hope, Dream Cruises is honoured to be part of this new milestone and to start on this year-long meaningful journey together with Singapore Red Cross (SRC). As such, we look forward to working hand-in-hand with SRC to launch various CSR initiatives to aid and enrich the lives of the local communities in Singapore, which has been our homeport for close to 28 years,” said Mr Michael Goh, President of Dream Cruises. *“Also as part of our first program together, we are happy to host a special Christmas event on World Dream today for our elderly guests and volunteers under SRC’s ElderAid program and to celebrate this joyous festive season together,”* added Mr Michael Goh.

Mr Benjamin William, Secretary General and CEO, Singapore Red Cross, said, *“We at SRC are pleased to embark on this exciting partnership with Dream Cruises and are very thankful to have been able to leverage on this opportunity to host the very first Dream Cruises and Singapore Red Cross event for beneficiaries under our ElderAid programme. We look forward to working with the Dream Cruises team on subsequent CSR initiatives in the areas of community engagement, fundraising, and advocacy.”*

Today’s special port-stay Christmas event on World Dream was attended by approximately 50 guests. During the port-stay event, World Dream crew members had put together a special Christmas event exclusively for the elderly guests and SRC volunteers, including the chance to catch the Jolly Holly Stage performance at the Zodiac theatre, as well as enjoy a sumptuous Christmas lunch, which included roasted turkey, warm Christmas pudding with vanilla ice cream, Scandinavian dry cured marinated salmon with herbs and many more delicacies.

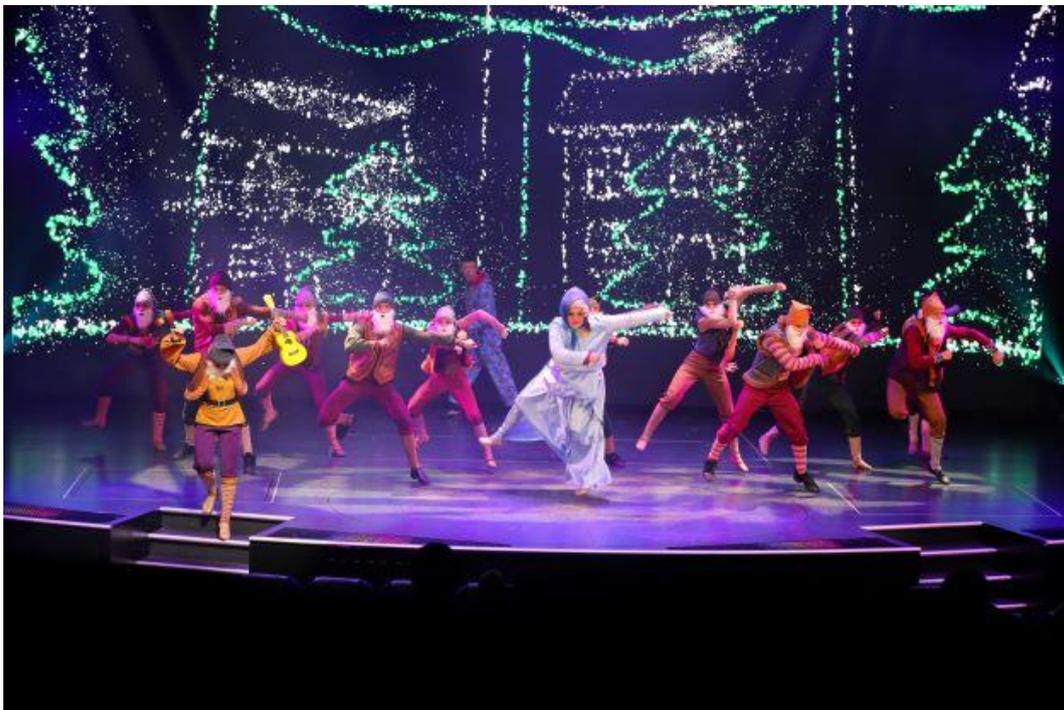
Also, Dream Cruises held a special Christmas lucky draw for the elderly guests with a chance to win a 2-Night cruise in a Balcony Stateroom on World Dream.

“It was a pleasant change of environment and a wonderful experience to celebrate early Christmas on a ship like World Dream. I enjoyed the Christmas stage shows and the delicious Christmas lunch. To my surprise, I had also won a World Dream cruise trip in the lucky Christmas draw and I can’t wait to cruise. I would like to thank Dream Cruises and SRC for putting together this special event for us,” said Madam Koh Chwee Neo.

“We hope both the elderly guests and SRC volunteers had an enjoyable time aboard World Dream recently. Today’s special Christmas event is just the first of many CSR initiatives to come with SRC and we look forward to introducing more enrichment and fundraising activities in the near future together,” added Mr Michael Goh.



Madam Koh Chwee Neo (centre), one of the beneficiary under SRC's ElderAid program that attended the port-stay X' Mas event and won a 2-Night Cruise on World Dream during the lucky Christmas draw.



World Dream Crew held a Special Dream Cruises X'Mas Celebration with a Jolly Holly Stage performance for the volunteers and beneficiaries under SRC's ElderAid program.



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 30th 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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