



MSC Cruises and Chicco have teamed up to bring even more happiness on vacation with a cruise tailor-made for babies. The two Italian brands have joined forces to make a range of Chicco's products available to families in custom-built areas devoted to children on six ships of the expanding MSC Cruises fleet.

This from a cruise line where **kids 11 years old and younger sail for FREE** and children 12-17 years old sail at reduced rates. MSC has twelve ships focusing on a Mediterranean way of life, with one ship devoted to North American travelers which leaves the Port of Miami and sails the Caribbean.

MSC Cruises and Chicco partnered to offer an ideal vacation for families with very small children free of any practical worries. Indeed, the well-being of babies is at the heart of the partnership and everything has been thought of in order to help parents handle the schedule of a baby's day: feeding, napping, changing and all other necessities.

"We are enthusiastically starting this new journey with Chicco," declared Gianni Onorato, CEO of MSC Cruises. "With this new collaboration MSC Cruises improves even more its family-oriented offers and services. We always have the safety of our guests in mind, especially children, and Chicco embodies exactly that, as well as the 'made in Italy' label that both our companies proudly represent across the world."

MSC Cruises has made available a wide choice of Chicco childcare equipment onboard, including strollers, bottle warmers and baby backpacks for shore excursions, to make cruising easier for families with babies and toddlers.

MSC Cruises will also give families a "Baby Globetrotter"—a printed guide packed with information on services and mini-club activities, game ideas, kids menus and handy tips for family excursions according to the ship's itinerary.

Furthermore, the Chicco Observatory, a developmental research lab focusing on children under three years old, will provide the special training of MSC staff who will manage onboard childcare and give advice to families, in order to enjoy a relaxed and entertaining family cruise.

