

For Immediate Release**Prince Rupert Honours Wish Child as 500,000th Cruise Guest**

Prince Rupert, B.C.; July 13, 2010 – The Prince Rupert cruise business achieved a major milestone last Thursday, welcoming its 500,000th cruise guest to the city since the Northland Cruise Terminal opened in 2004. The honour could not have been bestowed on a more fitting passenger, 10-year-old **Jacob VanBuren**, sailing on Norwegian Star, with his family from Glenville, New York, as a guest of Norwegian Cruise Line through the Make-A-Wish Foundation.

“Jacob’s wish was to sail to Alaska and to see grizzly bears,” says **Kristi Bayne**, Norwegian Cruise Line’s Manager of Corporate Communications. “We are a family-oriented cruise line and appreciated the opportunity to make Jacob’s wish come true with a cruise experience that he and his family will always remember. We were confident that our Port of Prince Rupert partners would supply the grizzly bears.”

The Prince Rupert Port Authority rolled out the red carpet for its special 500,000th guest, greeting Jacob and his parents, James and Anne, and sister Hannah at the Northland Terminal. They were escorted to the adjacent Atlin Cruise Terminal dock where Director Operations & Security **Gary Paulson**, accompanied by Norwegian Star Captain Lars Bengtsson and several of his chief staff, ceremoniously presented Jacob with a unique plaque designed by a local First Nations artist. The plaque is normally reserved for captains of vessels on maiden voyages.

“This plaque is to bring you good fortunes on all your future voyages,” Mr. Paulson told Jacob, who is struggling with a life-threatening medical condition. “Godspeed to you all on your journey.”

The Prince Rupert Port Authority and Prince Rupert Adventure Tours, a local tour operator, presented Jacob with another surprise, a complimentary bear-watching excursion for his family aboard the catamaran, Inside Passage, to the remote Khutzeymateen Grizzly Bear Reserve. The area is a protected grizzly bear sanctuary, home to the largest concentration of grizzlies in British Columbia, and a highlight of Prince Rupert’s tour program for cruise ship operations.

“I saw three grizzly bears and a baby bear too,” an excited Jacob exclaimed on his way back to the Norwegian Star.

The trip has been “everything we could have wished for,” said Jacob’s father, **James VanBuren**. “The cruise ship staff has been incredible throughout the entire trip, and these amazing surprises for Jacob never stop coming. We have no idea what to expect next.”

Prince Rupert Port Authority Cruise Development Coordinator **Phil Westoby** said helping fulfill Jacob’s wish also reinforced the importance of Prince Rupert’s cruise business partners to work collaboratively to make the Alaska cruise vacation of each passenger an experience to remember.

“A successful cruise business requires all partners from the cruise line to the port and shore service providers working seamlessly together toward the common goal of ensuring each guest’s cruise vacation is indeed an experience of a lifetime,” notes Mr. Westoby. “Jacob reminded us of this, which we will carry forward in welcoming our next 500,000 guests.”

Prince Rupert’s cruise business is a significant contributor to local employment and the economy. Since the arrival of the first cruise ship in 2004, guests and crew have spent in excess of \$38 million in the community on tours, restaurants, attractions, supplies and services.

Prince Rupert is continuing to develop capacities and services to contribute to improving the overall Alaska cruise guest experience, and is well positioned to participate in the projected growth and expansion of the Alaska cruise market.

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About the Make-A-Wish Foundation®

The Make-A-Wish Foundation grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Founded in 1980 when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, the Foundation is now the largest wish-granting charity in the world. With the help of generous donors and more than 30,000 volunteers worldwide, the Make-A-Wish Foundation has granted more than 240,000 wishes around the world since its inception. For more information about the Make-A-Wish Foundation, visit wish.org, worldwish.org or www.makeawish.ca and discover how you can *share the power of a wish*®.

Prince Rupert 500,000th Cruise Guest Photo



Cruise partners team up with Make-A-Wish Foundation to fulfill wish child Jacob VanBuren's dream of cruising to Alaska with his family and seeing grizzly bears. Front row (left to right): Anne VanBuren; Jacob VanBuren with his captain's plaque; Hannah VanBuren; Back row: Jean-Michel Dhélin, Hotel Director, Norwegian Star; Doug Davis, Owner/operator, Prince Rupert Adventure Tours; Gary Paulson, Director Operations & Security, Prince Rupert Port Authority; Captain Lars Bengtsson, Norwegian Star; James VanBuren.