



## MSC CRUISES ANNOUNCES RESULTS OF MSC PREZIOSA BLOGGER COMPETITION

### Winners to attend star-studded christening event as official bloggers

**13 December 2012.** [MSC Preziosa](#), the latest precious addition to the [MSC Cruises'](#) fleet, will be christened in Genoa, Italy, on 23 March 2013. To mark the 100 day countdown to this glamorous event, [MSC Cruises](#) is pleased to announce that **Kelley Ferro** of [Tripfilms](#), **Gary Bembridge** of [Tips for Travellers](#) and **Alexandra Kovacova** of [Crazy Sex Fun Traveller](#) are the winners of the MSC Preziosa blogger competition and have been named **official bloggers of the event**.

Launched during this year's [Travel Blogger Elevator](#) conference, the [MSC Cruises' competition](#) set delegates the challenge of coming up with a creative pitch on how to engage travellers aged between 30 and 40 in the christening ceremony of MSC Cruises' latest ship. The winning entries were impressive in both scope and content and the bloggers will be able to put their exciting pitches into practice from front-row seats at the star-studded ceremony in Genoa next year.

This is just the latest in a growing series of **MSC Cruises' global social media initiatives** and, based on previous experience, the company has great expectations about what can be achieved when the three official MSC Preziosa bloggers join the party.

In May 2012, the company invited a group of carefully selected bloggers to discover the wonderful, and often misunderstood, world of cruising. MSC Cruises' aim was to change the bloggers' own views on cruising and, through the bloggers' personal video stories, to engage and enlighten diverse online travel communities about this unique holiday option. By October 2012, the 18 videos created by the six different bloggers had been viewed more than 19,000 times and #mcsplendida had reached an audience of over 2 million on Twitter.

With its celebrity guests and performances, delicious gastronomic choices and traditional floodlit ceremony, MSC Preziosa's christening is the perfect occasion to engage social media audiences in the company's unique style of cruising.

#### The Winners

Passionate cruiser Gary Bembridge and cruise virgins Kelley Ferro and Alexandra Kovacova will create the perfect blogger team, sharing unique stories of their very first cruise ship christening through various social media channels.

**Kelley Ferro** lives in New York city and is a travel host, filmmaker, and executive producer for [Tripfilms.com](#), the web's largest travel video site. Kelley's travel assignments have brought her face to face with sharks in Australia, taken her to hidden markets in Istanbul, and seen her surfing the waves of Ipanema Beach. Kelley's goal is **to find the "soul of a place"** and she does this by trying to experience as much of the authentic culture as possible. Until now, luxury cruise ships have never figured in her travel adventures, but her planned MSC Preziosa video postcards will make sure to take her viewers straight to the very heart and soul of authentic Mediterranean cruising.

Keep up with Kelley on video travel site [Tripfilms](#), Twitter [@kelleyferro](#), Facebook [www.facebook.com/KelleyFerroTravels](http://www.facebook.com/KelleyFerroTravels) and personal website [www.kelleyferro.com](http://www.kelleyferro.com).

London-based **Gary Bembridge** grew up in Zimbabwe, went to university in South Africa, and has been able to travel to exciting destinations all around the world thanks to a career in global marketing. In September 2005, Gary launched [Tips for Travellers](#), a blog and podcast about luxury travel experiences which today counts 90,000 blog visitors a year, 24 million YouTube views, and 500,000 downloads of audio and video podcast content. Gary is already a keen cruiser and will no doubt fall in love with MSC Preziosa's elegant design and fantastic new features. He will concentrate his posts on the luxury features of the new ship and what it takes to get the ship ready to welcome passengers and meet their expectations of luxury.

Gary will be sharing his MSC Preziosa experience on his blog [Tips for Travellers](#), Twitter [@garybembridge](#), and Facebook [www.facebook.com/TipsForTravellers](http://www.facebook.com/TipsForTravellers).

**Alexandra Kovacova** was born in Slovakia and developed an early love of travel through summer road trips all over her home country and shopping trips to Poland, Hungary and Ukraine with her parents. After studying English and Spanish in the Czech Republic and then living in Spain, Scotland, Italy and Mexico through her job as an air stewardess, Alexandra realized that she doesn't just love to travel, **she lives to travel**. Alexandra likes nothing more than exploring new places and experiencing different cultures, local food, music and customs and sharing her crazy travel, fun adventures and sexy photos through her blog. She writes about spas, swimming, snorkelling, massages, adventures, flying, beaches, hiking, animals, city breaks and all the experiences a fun loving travel blogger can ever dream of.

Find out how crazy, sexy and fun the MSC Preziosa christening can be with Alexandra on blog [Crazy Sex Fun Traveller](#), Twitter [@sexyfuntraveler](#), Facebook [www.facebook.com/crazysexyfuntraveler](http://www.facebook.com/crazysexyfuntraveler).

**MSC Cruises** is the market leading cruise company in the Mediterranean, South Africa and Brazil and operates across the globe. MSC Cruises sails throughout the year in the Mediterranean and offers a wide range of seasonal itineraries in Northern Europe, the Atlantic Ocean, the Caribbean, the French Antilles, South America, South and West Africa, and the Red Sea. Its modern fleet comprises twelve ships: Fantasia-class MSC Divina, MSC Splendida and MSC Fantasia; Musica-class MSC Magnifica, MSC Poesia, MSC Orchestra, and MSC Musica; Lirica-class MSC Sinfonia, MSC Armonia, MSC Opera and MSC Lirica; and MSC Melody. In 2013 the fleet will once again increase in size with the addition of MSC Preziosa, who will be christened in March. MSC Cruises is the only company in the world to receive the "6 Golden Pearls" award from the Bureau Veritas in recognition of its high level of quality management and environmental responsibility. MSC has also achieved ISO 9001 and ISO 22000 certification for the quality and food safety of all aspects of its catering, both on shore and on board. MSC Cruises believes that global leadership brings increased responsibility towards the physical and human environments in which it operates. As such, a long term partnership with UNICEF was undertaken in 2009 to fund a community project aimed at providing disadvantaged children in Brazil with a quality education. So far, MSC Cruises has raised over one million euros for the initiative.