



NEWS

Cunard Celebrates 175th Anniversary in Halifax, Nova Scotia on 10 July 2015

Milestone Occasion Marked in “Ancestral Home” of Cunard with the participation of Southwest Properties, Streamliner Properties, Waterfront Development, the Canadian Maritime Heritage Foundation, Maritime Museum of the Atlantic, the Royal Canadian Navy, Canadian Cadet Organizations, and the Halifax Port Authority

175th Anniversary celebration debuts First Annual Samuel Cunard Prize for Vision, Courage and Creativity with Inaugural Recipient James D. Irving

30 June 2015 – Cunard will celebrate 175 years of history, tradition, and industrial achievement in Halifax, Nova Scotia, on 10 July 2015 when **Queen Mary 2** calls on the ancestral home of its founder Sir Samuel Cunard. This commemorative *Transatlantic Crossing* will pay tribute to the original voyage made by the company’s first flagship, Britannia, in 1840. The flagship vessel is scheduled to arrive in port at 6:00 a.m. A.D.T.

Cunard will mark the milestone anniversary with a series of commemorative events, beginning with a special outdoor ceremony on the Halifax waterfront. Local dignitaries, port officials, and key members of the Halifax community will be in attendance as a part of the new public space of the future waterfront development will be named in honour of Cunard.

The ceremony will take place on the site of an upcoming mixed use development led by Southwest Properties and Streamliner Properties in collaboration with Waterfront Development. Nova Scotia’s popular Rhapsody Quintet will perform during the event.

Cunard has also joined forces with the Canadian Maritime Heritage Foundation and the Maritime Museum of the Atlantic to create the first *Samuel Cunard Prize for Vision, Courage and Creativity*. The prize will be given each year to an extraordinary individual who has demonstrated the qualities exemplified by Samuel Cunard throughout his life.

Cunard, together with its partners, will award the first *Samuel Cunard Prize* to **James D. Irving**, whose family enterprise has been growing business in Canada and the U.S. for more than 130 years. Working with his brother Robert and his father, J.K. Irving, the family’s visionary leadership has transformed the company into a world class performer in various industries, including ship building. Irving Shipbuilding Inc. in Halifax is engaged in reinventing and revitalizing a traditional industry in ways that promise to transform the economic prospects of the region.

“We look forward to honouring Sir Samuel Cunard in his birthplace of Halifax, and to celebrating the company’s first North American port of call,” said Richard Meadows, president, Cunard, North America.

“Cunard is honoured to be one of the few companies who can claim a 175-year history and Halifax plays an instrumental role in that story,” he continued.

As part of the celebration, the Maritime Museum of the Atlantic will re-open the Cunard portion of their Age of Steam exhibition and launch a new Samuel Cunard retrospective exhibit that will showcase the founder's impact on global business, transportation and world events.

The exhibit, *Cunard 175: Engine for Change* is the Maritime Museum of the Atlantic's celebration of Sir Samuel Cunard's vision and achievement in revolutionizing maritime travel and global communications. His drive to create an "ocean railway" - with comfortable, technologically advanced ships making established oceanic passages – is continued by Cunard today. The museum will be opening the exhibit on 10 July when the guests of **Queen Mary 2** arrive, and at 5:00 p.m. A.D.T, the museum will be open for free for the exhibit opening reception.

Upon departure, the Royal Canadian Navy will salute **Queen Mary 2** from the Frigate HMCS *Montreal* as Royal Canadian Sea Cadets fire salute from the shore. The cadets are ages 12-18 and are part of a youth organization co-sponsored by the Canadian Armed Forces and the civilian Navy League of Canada.

Queen Mary 2 will depart the berth at 8:00 p.m. A.D.T. and then conduct a counter clockwise tour of the harbour. Upon leaving the berth **Queen Mary 2** will proceed in a north easterly direction leaving Georges Island to starboard as she continues on a course that will take her approximately mid harbour and directly opposite HMC Dockyard (this is also the site of the original Cunard Wharves where RMS Britannia berthed). Here she will turn to port and fall into line with the escort vessels. The convoy order will be:

1. Theodore Tugboat
2. Tugboat Atlantic Oak (with water canons)
3. Queen Mary 2
4. HMCS Montreal

The procession will then proceed in a southerly direction close to the Halifax Boardwalk / Waterfront, providing ample opportunity for the public to view this ceremonial conclusion to Halifax's celebration of Cunard Line's 175th Anniversary.

A naval artillery salute will take place shoreside from the wharf of the Maritime Museum of the Atlantic where music will be provided by the Stadacona Band. **Queen Mary 2** and escort vessels will continue moving slowly southward along the Halifax sea wall and leaving Georges Island to port.

Upon passing Pier 21 the flotilla will be joined by yachts and other pleasure craft from the Royal Nova Scotia Yacht Squadron and other yacht clubs.

Queen Mary 2 will then continue on her commemorative *Crossing* sailing down to Boston and New York, with special events scheduled for each port of call.

For more information about **Queen Mary 2**, **Queen Victoria** or **Queen Elizabeth** and to book a voyage, contact your Travel Consultant, call Cunard toll free at 1-800-728-6273, or visit www.cunard.com.

###

About Queen Mary 2

Christened by Her Majesty The Queen in 2004, Cunard Line's flagship **Queen Mary 2** defines luxury travel for the 21st Century and continues an almost 175-year legacy of transatlantic travel. **Queen Mary 2** achieved her 200th Transatlantic Crossing in July 2013. Famous names who have experienced this iconic voyage since 2004 include President George H.W. Bush, Desmond Tutu, James Taylor, Wes Anderson, Tilda Swinton, George Takei, Kim Novak, Uma Thurman, Richard Dreyfuss, John Cleese and Angela Bassett.

About Cunard

Cunard, operator of the luxury ocean liners **Queen Mary 2**, **Queen Victoria** and **Queen Elizabeth**, has long been synonymous with the quest for new discoveries and the epitome of British refinement since the company's first paddle-wheeled steamer, Britannia, crossed the Atlantic in 1840. Cunard voyages bring together like-minded travellers who seek a civilised adventure and relish the Cunard hallmarks of impeccable White Star Service, gourmet dining and world-class entertainment. Today, Cunard offers the only regularly scheduled Transatlantic liner service and continues the legacy of world cruising which it began in 1922.

World's Leading Cruise Lines

Cunard is a proud member of World's Leading Cruise Lines. Our exclusive alliance also includes Carnival Cruise Lines, Holland America Line, Princess Cruises, Costa Cruises and Seabourn. Sharing a passion to please each guest and a commitment to quality and value, World's Leading Cruise Lines inspires people to discover their best vacation experience. Together, we offer a variety of exciting and enriching cruise vacations to the world's most desirable destinations. Visit us at www.worldsleadingcruiselines.com.

Cunard is also here:

Facebook: www.facebook.com/cunard

YouTube: www.youtube.com/wearecunard

Blog: www.WeAreCunard.com

Flickr: www.flickr.com/photos/cunard

Twitter: www.twitter.com/cunardline

Cunard photography is available online at www.cunardimages.com

Login ID: press

Password: guyonda

For additional information about Cunard, contact:

Jackie Chase, Cunard Line, 661-753-1035, jchase@cunard.com

Maria Andriano, MGA Media Group, 212-251-1015, maria@mgamediaigroup.com

Cindy Adams, MGA Media Group, 917-282-2464, cindy@mgamediaigroup.com