



FOR IMMEDIATE RELEASE

Newly-Out Singer-Songwriter Chely Wright Joins Olivia Travel for Special Performance on their 20th Anniversary Cruise in October

SAN FRANCISCO – July 19, 2010 – Olivia Travel is thrilled to announce the latest addition to their 20th Anniversary Caribbean Sun Cruise line up: newly-out singer-songwriter Chely Wright. The premier lesbian travel company is celebrating 20 years of taking women on cruise, resort and luxury vacations with their Caribbean Sun Cruise, October 30 – November 6, 2010. Guests onboard the cruise will be treated to a private, Olivia-only Chely Wright concert.

“We are thrilled to welcome Chely Wright on our anniversary cruise,” said Judy Dlugacz, Founder and President of Olivia. “Not only will our guests celebrate 20 years of Olivia travel but we will also celebrate Chely’s courage to come out. What a great way for Chely to celebrate on an all-lesbian cruise.”

Chely’s modern-day hits include “Single White Female,” “Shut Up and Drive”, “Jezebel” and “The Bumper of My S.U.V.” Her latest release, *Lifted Off the Ground*, was five years in the making and traces her personal transformation during this time. Her autobiography, *Like Me*, which is another testament to her transformation, was released in May.

“I am excited to share my music and my recent journey with the women of Olivia,” said Chely Wright. “I look forward to stepping on stage and playing to an all-women audience. It will be a powerful moment to perform for so many women like me.”

In addition to Chely Wright, the entertainment line-up includes Melissa Ferrick, Kate Clinton, Elvira Kurt, Karen Williams, Jessica Kirson, Mimi Gonzalez and The Wau Wau Sisters as well as many other special guests. The cruise also boasts an elaborate Halloween costume party—complete with make-up artists that will create the perfect Halloween look for guests.

Olivia’s anniversary cruise entertainment continues the long tradition of inviting entertainers popular with the lesbian community to perform onboard. Past performers have included Melissa Etheridge, k.d. lang, the Indigo Girls, Margaret Cho, Whoopi Goldberg and Lily Tomlin. An episode of the *L-Word* was even filmed onboard.

“Seeing talented entertainers such as Chely perform exclusively for our guests is part of what makes Olivia unique. All the entertainment is top-notch and is selected specifically for our community,” said Tisha Floratos, VP of Travel. “For the past 20 years, we have taken 100,000 lesbians on more than 150 trips worldwide. We charter the entire ship so our guests can vacation in an environment that allows them to be out and free. We are happy that Chely will have a chance to experience Olivia.”

Of course, guests can still do all the things one expects on a cruise vacation to the Caribbean, such as snorkeling, scuba diving, shopping, and swimming with dolphins. “The difference,” says Dlugacz, “is that they are doing it in the company of 2,000 like-minded women.”

Olivia’s Caribbean Sun Cruise departs from Port Canveral (Orlando), FL on Saturday, October 30, 2010 and will call on St. Thomas/St. John, St. Maarten, and the private island of Great Stirrup Cay.

ABOUT OLIVIA

Originally founded as a record label in 1973, the San Francisco-based company has evolved into the leader in lesbian cruise and resort vacations, and has taken over 100,000 lesbians on vacation since 1990. Olivia is proud to support a number of women’s, lesbian and gay, and environmental organizations, including the National Center for Lesbian Rights. For more information on Olivia, visit www.olivia.com or call (800) 631-6277.

INTERVIEW REQUESTS: Please contact Wen Minkoff, 415.962.5639.

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