



In Honor of the Repeal of Don't Ask, Don't Tell (DADT), Colonel Grethe Cammermeyer Joins Olivia Onboard Olivia's Mexican Riviera Cruise in March 2011 to Receive Olivia's Ovation (Lifetime Achievement) Award

SAN FRANCISCO – March 10, 2011 – Olivia Travel will be celebrating the end of the US Military's "Don't Ask, Don't Tell" onboard with special honoree Colonel Grethe Cammermeyer.

Guests onboard the Mexican Riviera Cruise (March 26-April 2, 2011) will be treated to a celebration of the repeal of Don't Ask, Don't Tell (DADT) and will get to see Colonel Cammermeyer accept her Olivia Ovation Award at a special ceremony. This is only the third time in 38 years that someone has received this Olivia lifetime achievement award.

Colonel Cammermeyer remarked, "For 21 years I have been working to overturn the ban against gays and lesbians serving in the military. The signing of the repeal of DADT on December 22, 2010 is the beginning of the end of discrimination in the government and military. We can now live our truth and serve with integrity."

"We're extremely honored that Colonel Cammermeyer will be joining us for this historic celebration. Her unflagging commitment to equality for all servicemembers is inspiring, and we are looking forward to celebrating her contributions by presenting her with the Olivia Ovation Award" said Judy Dlugacz, President and Founder of Olivia.

Olivia, the premier lesbian travel company, has taken women on cruise, resort and luxury vacations for 20 years, and is known for chartering entire ships or buying out full resorts and bringing in entertainment and activities geared towards the lesbian community.

"One of the highlights of this cruise will be our Stars & Stripes theme night, where our guests will dress to impress—or come in a fun, patriotic outfit to celebrate the servicewomen who will soon be able to serve out and freely. Olivia really is about everyone being out and free, and so this is a perfect party for us," said Tisha Floratos, VP of Travel for Olivia.

In addition to Colonel Cammermeyer, Olivia will also welcome Wanda Sykes, Kate Clinton, Vickie Shaw, Suede, Sandra Valls, Gloria Bigelow, C.C. Carter, Sistas in the Pit and other entertainers selected with the lesbian community in mind.

Olivia's Mexican Riviera Cruise will be onboard Holland America's *ms Oosterdam* and will carry nearly 2,000 Olivia guests on the week's voyage. The cruise departs from San Diego, CA on March 26, 2011 and will call on Puerto Vallarta and Cabo San Lucas.

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.