



‘GRINCHMAS’ SAILS INTO SYDNEY WITH CARNIVAL’S NEW FUNDRAISER FOR SYDNEY CHILDREN’S HOSPITALS FOUNDATION

The ‘Grow the Grinch’s Heart’ initiative will raise funds for SCHF throughout July and August



SYDNEY, 10 JULY 2023 – Oh me, oh my, it’s Grinchmas in July! The Grinch himself sailed into Sydney Harbour yesterday onboard Carnival Splendor, as Carnival Cruise Line celebrates its first-ever series of [Grinchmas in July](#) sailings and a brand-new fundraising initiative to support the Sydney Children’s Hospitals Foundation (SCHF).

For Grinchmas is such a merry celebration, this year the Grinch seeks a heartfelt transformation. He’s growing his heart, so far and so wide, to support the SCHF with pride!

That’s right, Carnival has teamed up with long-time partner Dr. Seuss Enterprises to launch the ‘Grow the Grinch’s Heart’ initiative. Raising much-needed funds for SCHF, guests onboard Carnival Splendor and those on dry land are invited to visit carnival.com.au/grow-the-grinchs-heart to make a donation from now until August 31.

For all that you give, a smile will surely bloom, as you brighten the lives of the kids in the room. You can ‘Grow the Grinch’s Heart’, bringing hope and light, supporting little ones and making futures bright.

Every dollar raised from the initiative will provide much-needed funding for SCHF to support patients like [Ashton Lucas](#) and his family. Born just over a month before Christmas in 2020, Ashton was diagnosed with an extremely rare form of cancer at just five days old. Now at the age of two, and after spending a total of 237 days and two Christmases in hospital, Ashton is a two-time cancer survivor.

To help make up for lost time, Ashton and his family donned their Christmas sweaters and joined the Grinch onboard Carnival Splendor yesterday, departing on an all-expenses-paid cruise, a Grinchmas present to the family from Carnival.

“We’re truly feeling the Christmas in July spirit and we’re so grateful for the ongoing support from the Carnival team over the years,” said Sydney Children’s Hospitals Foundation CEO Kristina Keneally. “The funds raised this winter will go directly towards providing kids like Ashton with the care and resources they need and deserve.”

On the new initiative, Carnival Cruise Line VP Kara Glamore said, “We’re thrilled to be extending our support for

the Sydney Children's Hospitals Foundation beyond our existing Conga for Kids program through this new initiative as we spread love, cheer, and of course, FUN.

"Whether you're onboard Carnival Splendor or celebrating Grinchmas from home, we are encouraging as many people as possible to help us Grow the Grinch's Heart for this incredible cause."

Come along dear friend, lend a helping hand, join the Grinch in his quest to support kids across the land. So please donate today, we'll all do our part, and together with your help we'll 'Grow The Grinch's Heart'!

To make a donation and for more information, visit carnival.com.au/grow-the-grinchs-heart

Carnival Cruise Line has been a proud supporter of the Sydney Children's Hospitals Foundation since 2016, hosting its recurring [Conga for Kids](#) initiative onboard Carnival Splendor and raising a collective total of over \$300,000 to date. The funds raised help SCHF provide world-class healthcare to 170,000 kids each year across Sydney Children's Hospital Network.

Announced earlier this year, Carnival's Grinchmas in July sailings see Carnival Splendor transformed into a magical winter wonderland until August 31, bringing the best of 'Christmas in July' traditions to sea. The new additions include festive food and beverage offerings, a giant glittering Christmas tree and theming throughout, festive entertainment including carolling, games and a screening of *How the Grinch Stole Christmas* at the Dive-In Movies, special appearances from The Grinch and even an ugly Christmas sweater competition. Festive fans who missed out on this year's Grinchmas sailings are encouraged to book Carnival's December Christmas Cruises [here](#).

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About Carnival Cruise Line:

Carnival Cruise Line is the World's Most Popular Cruise Line® and has two ships deployed in Australia, Carnival Splendor and Carnival Luminosa. Sailing year-round from her Sydney homeport, Carnival Splendor joined the Carnival fleet in late 2019, returning to Sydney in September 2022 after a pause in operations. The latest addition to the Carnival Cruise Line fleet, Carnival Luminosa, is operating seasonally out of Brisbane and will return in October 2023 for the summer season. Designed with fun in mind and featuring over 45 activities to enjoy each day, Carnival offers families and couples fun, memorable holidays at great value.

The health and safety of Carnival's guests is the utmost priority. As such, the actual cruise offerings may vary from the descriptions and images displayed while Carnival assesses the enhancements of its onboard health and safety protocols in light of COVID-19.

To learn more about Carnival Cruise Line, visit <http://carnival.com.au/>

For reservations, contact any travel agent or call 13 31 94. Carnival can also be found on:

Facebook: @CarnivalOz

Instagram: @Carnivalcruiselineau

YouTube: www.youtube.com/user/CarnivalOz

About Dr. Seuss Enterprises:

Founded in 1993, Dr. Seuss Enterprises is a leading global children's entertainment and licensing company focused on promoting literacy, education, self-confidence and the wonderful possibilities of a child's imagination through the beloved works of Dr. Seuss. All Dr. Seuss Enterprises' profits benefit charitable organizations that focus on causes such as education, health, animal conservation, and the arts. For more information visit DrSeussEnterprises.com or follow us on [Instagram](#).

About Sydney Children's Hospitals Foundation:

Sydney Children's Hospitals Foundation is all in for kids' health. We exist to promote charitable investment in the prevention and management of childhood illness, with a focus on kids and families receiving treatment or care in

services provided by NSW's network of children's hospitals and paediatric health services. One of the largest and most trusted kid's health charities in the country, with one foot at the front line and one in the future of kids' health, we make sure funds raised go directly to support children's healthcare - from the hospital wards to the treatment rooms, the research labs to the outreach programs - to help all sick kids, no matter where, no matter what. www.schf.org.au