



BY UNIWORLD

PETRA NEMCOVA SPREADS HER WINGS AS U BY UNIWORLD'S NEWLY NAMED 'GUARDIAN ANGEL'

*~Model, Television Host and Humanitarian to Launch Special Debut Sailing this
Fall with Contest Winners~*

NEW YORK, July 31, 2017 – U by Uniworld, the new brand from Uniworld Boutique River Cruise Collection offering immersive, authentic and adventurous travel for 21-45-year-olds, has selected Petra Nemcova, model and noted philanthropist, as the brand's 'Guardian Angel.' Petra will join contest winners on the invitation-only "Sneak Peek" U sailing October 7-11, 2017.

According to Ellen Bettridge, President & CEO of Uniworld, the selection of a 'Guardian Angel' for the brand is simply another example of U's status as a game-changer. "We're making history with this concept, so rather than follow the traditional 'Godmother' path for each individual ship, we're paving our own way forward," says Bettridge. "Petra is an amazing representative of our new brand; she's smart, ambitious and has a kind, adventurous spirit. As a former Victoria's Secret model, Petra is, of course, well-versed as an 'Angel.'"

Lucky contest winners will have the opportunity to join Petra, along with an invitation-only guest list featuring top travel, lifestyle and fashion influencers on a Paris to Paris itinerary in October to fully experience U, with a mix of the best onboard and onshore "U Time" experiences. To enter, travel enthusiasts ages 21-45 must create and post a :30 second video to the U by Uniworld's Instagram, YouTube or Facebook page explaining why they should be the very first to experience the new concept, tagging @ubyuniworld and #MakeHistoryWithU. U's internal Advisory Board will vote on the final winners from entries with the most likes and the selected contest winners will be featured on ubyuniworld.com. Entries will be accepted now through August 15, 11:59PM. The voting process will take place between August 16-22, and the winners will be announced August 23. For more information, visit <https://www.ubyuniworld.com/us/make-history-contest>.

Ahead of its launch and in celebration of its new Guardian Angel, U by Uniworld will also support the [Happy Hearts Fund](#), an organization founded by Petra following her harrowing experience during the 2004 Indian Ocean tsunami to rebuild safe, resilient schools in areas impacted by natural disasters. The non-profit is now active in 10 countries around the world and has helped rebuild more than 160 schools and assisted nearly 100,000 students in getting back to school following natural disasters.

ABOUT U BY UNIWORLD

A new brand from Uniworld Boutique River Cruise Collection – is the first river cruise dedicated to travel enthusiasts aged 21 to 45, offering immersive experiences along popular rivers across Europe. **U** by Uniworld will begin sailings in spring 2018 with nine itineraries on the Seine, Rhine, Main and Danube Rivers, among two renovated ships with a maximum capacity of 120 passengers. **U** by Uniworld river cruises will deliver the same authenticity and personalization that Uniworld is celebrated for, while offering a new way for younger travelers to go from city to city or even country to country. Experiential itineraries focus on longer stays in destinations to connect explorers to local experiences and vibrant nightlife scenes. *The A* and *The B* ships feature a contemporary look and feel in all public spaces and guest areas. Communal dining tables will complement a local fare and street food-inspired culinary program, with creative mixologists and international DJ's onboard. For more information, please visit www.ubyuniworld.com or discover **U** by Uniworld on Twitter, Instagram and Facebook @ubyuniworld.

ABOUT UNIWORLD BOUTIQUE RIVER CRUISE COLLECTION

Uniworld Boutique River Cruise Collection—the world's most luxurious all-inclusive river cruise line - features luxurious ships with an average capacity of 130 guests, exclusive excursions, gourmet cuisine, and one of the highest staff-to-guest ratio in the river cruise industry. Based in Los Angeles, California, Uniworld offers truly all-inclusive itineraries in Europe, as well as voyages in Russia, China, Vietnam and Cambodia, India, and Egypt—a total of 23 rivers in 24 countries worldwide. Uniworld is a member of CLIA and is highly regarded by discerning travelers, media, and cruise industry experts, having most recently been named the #1 River Cruise Line in the Travel + Leisure World's Best Awards 2016 readers' survey. (www.uniworld.com)

ABOUT THE TRAVEL CORPORATION

The Travel Corporation (TTC) is a highly successful international travel group. Our philosophy is simple – To create enriching experiences for our travelers by combining an unbeatable mix of exceptional service and quality at great value, driven by a passionate global team who are driven to deliver memorable experiences. No matter what your taste, whether you are a family or a couple, a group or traveling solo – TTC offers something for everyone. Our multi-award-winning portfolio ranges from luxury hotels and boutique river cruises, to independent holiday package companies and a variety of guided travel experiences. (www.TTC.com)

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