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MIAMI (NOV. 6, 2025)

Crystal Announces Campaign To Raise Funds In Support Of Cancer Research

Cruise Line Joins Forces with MD Anderson's Allison Institute to Advance *Lifesaving Cancer Research*

Crystal has long been synonymous with exceptional cruising and meaningful connections. Today, the award-winning brand takes that commitment further with the announcement of a fundraising initiative for the James P. Allison Institute at The University of Texas MD Anderson Cancer Center. Together, Crystal and MD Anderson will



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unite the worlds of luxury travel and pioneering science in a collaboration designed to inspire, educate and advance the global mission to end cancer.

MD Anderson is one of the world's most respected institutions devoted exclusively to cancer patient care, research, education and prevention. The Allison Institute is a visionary research and innovation hub at MD Anderson that builds upon the foundational discoveries of Nobel Laureate James P. Allison, Ph.D., to drive groundbreaking science that will bring the benefits of immunotherapy to all patients.

The collaboration will come to life through several touchpoints designed to engage guests and support MD Anderson's mission:

Philanthropy at Sea: Sail and Make a Difference

Crystal will contribute a portion of every guest booking to support cancer research at the Allison Institute. This initiative is expected to raise substantial funds in the next 15 months to accelerate progress in both patient care and scientific discovery.

Guest Opportunities

Crystal guests will also be invited to join the cause creating a powerful, community-driven effort to support MD Anderson's lifesaving mission to end cancer. To make a direct donation, guests may visit MDAnderson.org/CrystalCruises.

Giving Tuesday

For bookings made on select sailings on Giving Tuesday, Dec. 2, Crystal will be donating an additional \$250 per person per booking to MD Anderson.

Additionally, the brand will be hosting a special online auction featuring *Dance*, an evocative bronze statue by acclaimed Japanese sculptor Satoru Kitago, to raise money for various charitable initiatives. The piece, which has graced *Crystal Symphony* for years, will be removed during the ship's upcoming dry dock. A portion of the auction proceeds will be donated to MD Anderson, offering art collectors and Crystal guests alike the



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opportunity to acquire a remarkable work while contributing directly to the mission to end cancer.

“Philanthropy and giving back has always been woven into my family’s values and into Crystal’s legacy. This collaboration with the Allison Institute at MD Anderson gives us the opportunity to turn our passion for travel into tangible support to end cancer. It is very meaningful to me to see our guests, crew and shoreside employees come together to make a difference in the lives of others.”

MANFREDI LEFEBVRE D’OVIDIO, Co-CHAIRMAN OF A&K TRAVEL GROUP

“Cancer is something that touches all of us in one way or another, so this collaboration holds deep meaning for me both personally and professionally,” said Cristina Levis, CEO of A&K Travel Group. “Through the funds raised, our goal is to help provide the Allison Institute at MD Anderson with additional resources, tools and technology needed to further their groundbreaking research and, ultimately, bring us closer to a cure.”

“We are driven to conduct exceptional science that brings a deeper understanding of immunology that will enable us to bring cures to many more patients,” said James P. Allison, Ph.D., director of the Allison Institute. “We are grateful for the support from Crystal, and we look forward to working together through this campaign to fuel more breakthroughs.”

To learn more about Crystal’s support of MD Anderson, please visit crystalcruises.com/crystal-md-anderson. To book one of Crystal’s exceptional itineraries, contact your preferred travel advisor, visit www.crystalcruises.com, or call 1-800-446-6620.



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ABOUT CRYSTAL

For more than three decades, Crystal has been synonymous with exceptional, award-winning voyages. In 2022, A&K Travel Group (AKTG) acquired the Crystal brand and its two vessels, Crystal Serenity and Crystal Symphony, ushering in a new era of being Exceptional at Sea. The globally renowned cruise line offers discerning travelers industry-leading, authentic, and enriching experiences both onshore and at sea. Crystal's pioneering partnership with Abercrombie & Kent provides guests with unparalleled access to the most sought-after experiences and destinations around the world. The reimagined ships boast larger, updated suites with artisanal finishes, and almost one member of crew per guest.

Crystal is home to the first-ever Casino de Monte-Carlo at sea as part of an exclusive partnership with Monte-Carlo Société des Bains de Mer (SBM), and world-class dining includes Umi Uma®, the only dining experience at sea by Michelin-rated chef Nobu (Nobuyuki Matsuhisa), and the only Beefbar on the ocean, a collaboration with visionary restaurateur Riccardo Giraudi, and a specially curated Osteria d'Ovidio menu by famed Italian Chef Massimiliano and celebrated restaurateur Raffaele Alajmo. The ships also feature cutting-edge wellness at the Aurōra Spa, and spectacular entertainment including Broadway-standard shows. With a legacy of unrivaled service and commitment to sophistication and elegance at every touchpoint, once onboard guests feel as if they are perfectly at home.

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