

## **PRESS RELEASE**

### **LAUNCH OF THE INAUGURAL DOG CRUISE**

EMBARGOED - SINGAPORE, 28th APRIL 2021

In a momentous event, today, the Royal Albatross Asia's only luxury tall ship will be setting sail on it's very first dog dining experience in the seas; the dog cruise. Every dog has its day and that is especially true if they are invited to our Dog Cruise Sunset Dinner Cruise Onboard Luxury Tall Ship Royal Albatross.

Our Dog cruise idea started last year with the making of a parody about two dogs "Jack" and "Rose" having a romantic anniversary dinner onboard. After receiving great feedback about the video that we posted on YouTube and our recent media coverage on the 1<sup>st</sup> of April, the local dog community showed strong interest and most of our inventory we released in April is selling out fast.

The Dog Cruise is a special event; it is an extension of our popular romantic dinner cruises that sails on Friday to Sunday every weekend. The ship's owner and CEO, Mr. Peter Pela is not surprisingly; an avid dog lover. He envisioned the dinner cruise with a gourmet menu for both the dogs and their owners with the option for our fur friends to dine at the table like any other member of the family.

We have partnered with popular dog brands like Sunny Chong Dog Training School; Singapore's largest dog training centre, BOM BOM who will be preparing the 3-course gourmet dinner for the dog and perromart a prominent e-commerce provider for pets to sponsor the goodie bags for the sail. The entire 2.5hr dine and sail event puts your dog at centerstage, creating a fun and memorable evening for both the pawrents and furkids from the moment that they step on board the ship and sailing out into the Sentosa coastline.

#### Complimentary Pre-Event Dog Interview

Prior to the event, Sunny Chong's team will do a complimentary dog "interview" at the owner's home or at their training school, before the actual sailing day to ensure the dogs suitability with optional training available if they would like them to be seated at the dining table." Sunny Chong said "One of our training school's principal objectives is to not only to educate; but to also integrate Furkids into our human lifestyle at home and by attending events and other outdoor activities with owners. Our partnership with Royal Albatross fulfils this goal and we are delighted to be working together to help foster better and closer dog-owner relationships."

#### Special Goodies and Activities for the Furkids and their Parents

Pawrents will also receive an exclusively curated sail-themed goodie bag for their furkid courtesy of perromart, our pet supplies e-commerce partner upon registration. "When we first heard of a dinner cruise for dogs, we immediately knew that we had to jump on board (in every sense!) As a pet care e-commerce platform, perromart couldn't be more excited to be a main sponsor for Dog Cruise - rounding off the overall experience with exclusively-curated sailor packs and contest prizes for the fur kids! In line with our mission to enable the bond between human and pet for a lifetime, Dog Cruise is the perfect partner to share our wide range of products with. We can't wait for every dog parent to experience this!" said Roy Lim, CEO and Co-Founder of perromart.

Dogs will be able to enjoy BOM BOM's mouth-watering, haute 3-course cuisine menu will be featured on board the ship offers an individualised dining experience to suit every doggie palate. Each course is designed to showcase a different flavour or texture profile while ensuring your furkids have a nutritious meal overall.

Jason Wang, CEO and Founder of BOM BOM said "It's a pleasure working with the Royal Albatross on a haute cuisine menu that is aesthetically enticing and nutritionally beneficial. While pets savour the freshness of BOM BOM's curated meals, owners can experience first-hand what

it's like to feed fresh and balanced cuisine. Dogs are foodies too and there's no better way to enjoy a luxury cruise than being served a delicious meal with their beloved owners and friends! After all, why should humans have all the fun?"

The Furkids will also have the chance participate in fun games and win premium prizes also provided by perromart - for example, best dressed male and female dog competition and a "show me your tricks" talent content.

Ms Jean Ng, Executive Director, Attractions, Entertainment and Tourism Concept Development, Singapore Tourism Board (STB) said, "The Dog Cruise Sunset Dinner Cruise is one of the many interesting products and experiences that are offered under the SingapoRediscovers Voucher scheme. STB is heartened to see stakeholders like Royal Albatross innovate and develop new unique offerings to cater to locals with different interests while international travel restrictions remain in place."

Dog Cruise has open dates for dogs from different editions. Please check our website for updated dates. And we hope to see you on board for a woofing good time!

*Dog Cruise Tickets start selling as a package of 2 Adults to 1 Dog from \$420+ for Small Dogs, \$490+ for Medium Dogs & \$580+ for Large Dogs. Dogs will be admitted based on weight criteria and will be required to be on leash at all times when onboard. Tickets are SRV redeemable.*

#### **ABOUT ROYAL ALBATROSS**

Tall Ship Adventures Pte Ltd is a Singapore-based company dedicated to delivering world-class experiences on-board its luxury tall ship Royal Albatross. The Royal Albatross is fast emerging as a premium and a unique venue / attraction for organising corporate or private events. Through its ReDiscovery Breakfast Cruise, Sunday Lunch Sail, Sunset Sail & City Lights dinner cruises and opening up themed events; making the Royal Albatross a new lifestyle destination for Singaporeans. Royal Albatross can be seen berthed adjacent to Sea Aquarium at Resorts World Sentosa.

For more information, visit Royal Albatross website at <https://www.tallship.com.sg/>

#### **ABOUT DOG CRUISE**

Inspired by the love story of Jack & Rose, the Dog Cruise concept took off after an interest by the local dog community in Singapore. Dog Cruise hopes to provide a fun experience for dogs and their owners with a cruise from Sentosa to the Southern Island on board a luxury tall ship. Just "like" our video.

For more information about Dog Cruise including the sailing schedule, please go to: [www.tallship.com.sg/dogcruise](http://www.tallship.com.sg/dogcruise).

To find out more about the Dog Cruise video please go to: [www.youtube.com/dogcruisesingapore](http://www.youtube.com/dogcruisesingapore) or visit the website at [www.dogcruise.sg](http://www.dogcruise.sg)

#### **PRESS CONTACT**

Peter Pela  
CEO  
[pete@tallship.com.sg](mailto:pete@tallship.com.sg)  
+65 6863 9585

#### **ALTERNATIVE PRESS CONTACT**

Raphael Lim  
HEAD OF MARKETING  
[raphael@tallship.com.sg](mailto:raphael@tallship.com.sg)  
+65 8822 2825