

## LUXURY TRAVEL TREND ELEVATES HOLIDAY 2007 GIFT-GIVING

*Unwrap A Luxurious Make A Change Journey Experience To Enrich, Empower & Enjoy  
More Value and More of Life*

**BELVEDERE, Cal., U.S.** – October 15, 2007 – The desire to discover and give more unique, creative, and luxurious gifts results from the escalation of wealth, especially among those with high disposable income and obviously, even higher expectations. It reflects the natural desire to “package” the perfect present, balancing supreme quality with the most unique experience, and superb value, despite the ability to afford higher price tags. It is no wonder therefore, that **Make A Change Personal Discovery Journeys** and *SeaDream* yachts combine to create one of the best luxury gifts with the obvious caveat: give early this holiday season due to this trip’s limited availability and valuable, well-priced offering.

This one-of-a-kind yachting experience promises to exceed the expectations of a typically expensive vacation treat. One hundred fortunate recipients can share and enjoy **Make A Change’s** exotic destinations at sea as they also discover exclusive, motivational tools and techniques to enrich, empower and enhance potential in their lives, thanks to the highly-prized slate of internationally renowned speakers and authors who will join this trip.

The most brilliant gift-givers – especially at this level – are also wise investors. They know that value still weighs significantly especially when celebrating one’s anniversaries, birthdays, December holidays, or “Just Because” occasions. The new trend now extends beyond priceless jewels, exotic cars, fine wines and rare paintings to embrace more genuine opportunities for personal rejuvenation, revelation and obviously, networking and building continued success while luxuriating in exotic locales.

“Our yacht partner, *SeaDream*, holds *the* top-ranking elite travel status placing it among other luxury brands such as *Moet-Chandon*, *Christofle*, *Mercedes-Benz*, and *Prada*,” notes Sydney Cresci, founder of **Make A Change Journeys**, based from her U.S. office near San Francisco. “Those who appreciate this level of luxury and fine travel now also seek richer experiences. We know the increasing trend is toward gifts that combine luxury travel with more unique ways to learn and connect to ourselves and others. As clichés go, this really is the gift that keeps giving!”

For those seeking a positive, life-changing vacation in 2008, this is a valuable means to celebrate any occasion, to reconnect with loved ones, or to treat one’s self. The luxurious experience is designed to elevate mind, body and spirit as part of the travel process. **Make A Change Personal Discovery Journeys** is the innovative luxury travel company based in northern California offering this unique travel gift. Embarking July 12-19, 2008 from Monte Carlo, France, this seven-day, all-inclusive yachting journey through the French and Italian Riviera will feature early evening workshops and presentations by several world-renowned motivational authors and speakers. The choice of personal or crew-led day excursions are also available to some of the Mediterranean’s most select destinations in beautiful Portofino, St. Tropez, Aix-en-Provence and Cassis, the islands of Sardinia and Corsica.

“Fortunately, given the very high exchange of Euros versus U.S. dollars (which covers the entire cost for inclusive booking), everyone enjoys the very same European destinations and luxuries – the beautiful foods, wines, lavish yacht lodging and amenities in exotic ports. This elaborate Mediterranean vacation becomes a present that’s even more valuable for discerning gift-givers,” Cresci astutely points out. “Our guests will relax and rejuvenate in superb style knowing they will also enhance mind, body and spirit with renewed possibility but without the comparable European price tag.” she concludes.

Promising to enrich and empower guests onboard, this transformational journey is designed for individual preferences. These are tailored daily with selection of exciting land excursions, onboard activities, elaborate menu options, and fantastic speaker presentations. Taking place on one of only two exclusive SeaDream mega yachts, the experts scheduled for the summer 2008 trip will typically present nightly before the evening’s dinner and include:

- **John Assaraf**, the international best-selling author, speaker and entrepreneur, will provide expertise in helping individuals achieve success based upon his **One Coach** system. His work with public corporations and personal clients has afforded numerous, special appearances on *Larry King Live*, *The Ellen DeGeneres Show*, ABC, CBS and NBC television worldwide. Assaraf is also renowned for his contribution and appearance in the new best-selling book and movie hit, *The Secret*.
- **Janet Attwood**, co-author of the national best-seller, *The Passion Test, the Effortless Path to Living Your Destiny*, returns based on popular demand from the previous voyage. Attwood is the founder of the number one online transformational magazine in the world, *Healthy Wealthy n Wise* and co-owner of *Enlightened Alliances*.
- **Scott deMoulin**, a highly-respected speaker, trainer and consultant in the fields of sales, communications and personal performance enhancement also returns by popular demand. Scott deMoulin is co-founder of *Destiny Training Systems*, which has empowered thousands of individuals and hundreds of companies throughout the United States, Canada and Europe.
- **Shore Slocum**, joins as the leadership trainer known for his speakers’ boot camps and leadership retreats, such as *Finding Your Voice – Expressing Your Vision and the Spirit of Leadership*. Slocum has worked closely the Anthony Robbins Companies and with speakers like Larry King, Norman Schwarzkopf and Christopher Reeve.

Offering the ultimate in small ship adventure and many desirable “gifts” at sea, the SeaDream yacht’s crew includes award-winning chefs and sommeliers. The platinum-level amenities onboard include top international gourmet cuisine, fine wines, 24-hour personal service, a superb fitness center, a full-service Thai-certified spa, golf simulator, 1,200-volume library, pool, casino and more. Guests also have access to a variety of water toys such as kayaks, water skis, a sunfish, Wave Runners and more.

Launched in 2001, the SeaDream yacht is not only an exclusive floating village, it has become the top yacht cruise in the world and awarded the highest “elite” level ratings by *Conde Nast Traveler*, *Travel & Leisure*, and *Berlitz* for the 4th year. Each private stateroom features ocean views, as well

as beds with the highest-quality down pillows and Belgian bed linens. All accommodations have an entertainment center equipped with flat screen television, CD and DVD systems, internet ready outlets and even personalized guest stationery and pajamas. Every stateroom also offers a marble-lined bathroom, Bulgari® toiletries and plush 100% Turkish cotton bathrobes with slippers.

Space for this unique and inspiring vacation is now available but limited to around 100 guests. Rates begin at \$8,900 U.S.D. and are based on per person double-occupancy with the 5% “Gift discount” benefit if booked by December 15, 2007. Note that given the increasing high costs of food, wine, lodging and transportation based upon Euros versus U.S. dollars, this elaborate European vacation becomes even more valuable for discerning gift-givers paying for our inclusive booking in U.S. dollars. To learn more about the trip, view the yacht, the full itinerary, pricing or book reservations, visit [www.makeachangejourneys.com](http://www.makeachangejourneys.com) or call 1-800-971-7300.

### **About Make A Change *Personal Discovery Journeys***

**Make A Change** is an innovative travel company that designs and operates unique seven-day, personal discovery yachting journeys to the Caribbean and Mediterranean. A select 100 guests cruise exotic ports of call with incredible itineraries aboard one of the exclusive **SeaDream** ultra mega-yachts. The **SeaDream I** and **SeaDream II** are prototype designs that epitomize the crème de la crème in the luxury travel industry. This “resort casual”, intimate, all-inclusive yachting experience has been awarded the highest “elite-level” acclaim by discerning luxury travelers, publications and industry observers worldwide. Now, with **Make A Change’s** renowned authors and motivational coaches aboard, guests will experience vital rejuvenation, tremendous fun and adventure to exotic Mediterranean destinations. Fine wines and sumptuous food, top amenities and 24-hour service enhance the experience as they expand horizons, enrich, empower and transform their life potential. **Make A Change** offers travelers the better of two worlds: as the ultimate yachting adventure melds with the optimal learning experience. For more information, visit [www.makeachangejourneys.com](http://www.makeachangejourneys.com).

### **About SeaDream Yacht Club**

Launched in 2001, *SeaDream Yacht Club* has become the “elite” award-winning yachting venture created by Norwegian entrepreneurs Atle Brynestad, founder of Seabourn Cruise Line, and Larry Pimentel, president of Seabourn under Brynestad and later president and CEO of the merged Cunard and Seabourn. Pimentel is currently President and CEO of the Coconut Grove, Florida-headquartered *SeaDream Yacht Club* and a co-owner. Brynestad is Chairman. The company operates **SeaDream I** and **SeaDream II**, twin, ultra luxury, mega yachts that operate on seven-day sailings in the Caribbean, the Mediterranean, Dalmatian Coast and the Black Sea. The yachts are not only ideal for discerning travelers seeking an unstructured and casual holiday experience but also for small meetings and incentive groups or individual private family gatherings. **SeaDream I** and **II** shared the top Five-Star Club award in the Berlitz Ocean Cruising and Cruise Ships 2003, 2004 and recently in the 2005 guidebook. For this guidebook author Douglas Ward created a special category “Utterly Exclusive” for only three vessels he said to be above luxury. Of the three, two were **SeaDream I** and **II**.

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