



Disney Cruise Line and Captain Minnie Mouse Inspire Next Generation of Female Ship Captains

New nautical youth programs featuring Captain Minnie Mouse and new maritime scholarships make a splash as the next generation of female leaders and young dreamers set sail into their futures

CELEBRATION, Fla. (April 18, 2019) — With a collection of new initiatives, Disney Cruise Line is aiming to inspire the next generation of female leaders in the maritime industry. The debut of Captain Minnie Mouse, new youth programs and the funding of scholarships are designed to empower girls and young women to pursue careers in the cruise industry and chart a course for success.

Inspiring Youth through the Magic of Captain Minnie Mouse

Disney characters delight and inspire children around the globe, and Disney Cruise Line is counting on the power of the mouse – Minnie Mouse – to spread the message of exploring new horizons, both by land and by sea.

Captain Minnie Mouse, in her crisp new uniform with smart white trousers or skirt and a bold red jacket emblazoned with captain's insignia, will make the rounds on all Disney ships starting in April.

Empowering Women through Maritime Scholarships

In 2019, Disney Cruise Line will sponsor four scholarships at the LJM Maritime Academy in The Bahamas for female cadets who aspire to be ship captains and shipboard leaders. The scholarships, one for each of the ships in the Disney Cruise Line fleet, will include tuition to the three-year program. The scholarships will include two years of study at the academy and one year of service aboard a Disney ship.

“Our Disney characters have a unique ability to inspire and connect with children, and we know Captain Minnie will encourage young girls around the world to consider a career in the maritime industry,” said Jeff Vahle, president of Disney Cruise Line. “We are excited to work with LJM Maritime Academy to offer scholarships for young women who are pursuing their passions and following their dreams in our industry.”

Nautical Fun for Children at Sea

Onboard Disney Cruise Line ships later this year, Captain Minnie Mouse will appear in an all-new youth activity where young captain hopefuls practice STEM (science, technology, engineering and math) skills in a fun maritime-themed activity. Children will hone their STEM and problem-solving abilities – skills that play an important role in the maritime industry – in a series of engaging, hands-on activities.

The interactive experience will be a journey of discovery, exploration and imagination that will be offered in Disney's Oceaneer Lab aboard all Disney ships.

Why Knot - Taking Nautical Fun Ashore

As part of a commitment to encourage future generations to pursue careers in the maritime industry, Captain Minnie Mouse will visit children in some of Disney Cruise Line's homeports and ports of call.

Children will have an opportunity to meet Captain Minnie Mouse and be inspired by her "can do" qualities and ability to tackle any goal she sets her mind to.

As part of these local community visits, Captain Minnie Mouse will be accompanied by a female Disney Cruise Line officer or crew member to showcase their roles in the maritime industry and raise awareness about career choices for women aboard a cruise ship.

Exclusive Captain Minnie Mouse Merchandise

To celebrate the excitement of Captain Minnie Mouse at the helm, Disney Cruise Line is unveiling a special line of merchandise, exclusive to the Disney fleet. Items in the nautical-themed collection of apparel and gifts tout the tagline, "You Can Call Me Captain." A brand-new Captain Minnie Mouse plush will be introduced this summer.

Captain Minnie Mouse also takes the spotlight on a new PANDORA Jewelry charm, available for purchase exclusively onboard.

In the future, girls will get to dress the part with a Captain Minnie Mouse makeover at Bibbidi Bobbidi Boutique, available exclusively on Disney ships. At this special salon, children can transform into seafaring captains, inspired by their favorite mouse.

To learn more about Disney Cruise Line or to book a vacation, visit disneycruise.com, call Disney Cruise Line at 888-325-2500 or contact a travel agent.

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