



FOR IMMEDIATE RELEASE

## **NEWLY RENOVATED CAPTAIN MATTHEW FLINDERS UNVEILED! Mariposa Cruises' 2011 Season Launch - Wednesday, May 11, 2011 at 4:30 pm**

Toronto, Ontario – April 13, 2011 – **Mariposa Cruises**, Toronto's premiere hospitality cruise company, invites you to come aboard for the launch of the 2011 season on Wednesday May 11, 2011. Tour the ships in the heart of Toronto's waterfront beginning at 4:30pm then cruise the harbour aboard the newly renovated *Captain Matthew Flinders* from 6:00pm – 7:00pm. For more information, visit [www.mariposacruises.com](http://www.mariposacruises.com) or call 416-203-0178.

WHO: Mariposa Cruises

WHAT: 2011 Season Launch Open House

WHEN: Wednesday May 11, 2011

Reception: 4:30pm  
Register aboard the Northern Spirit  
Ship tours

5:30 PM: Cocktails and Hors D'oeuvres  
6:00pm – 7:00pm Cruise aboard the Matthew Flinders)

WHERE: 207 Queen's Quay West  
Queen's Quay Terminal (Queen's Quay West at York Street)

**"Mariposa Cruises** captures the magic of Toronto's waterfront and provides the same quality of service you will find in the finest hotels and hospitality facilities," states Jana Ray, Director of Sales and Marketing, **Mariposa Cruises**. "Taste some of the delicious items from our menu and experience what a Mariposa cruise is all about."

NEW at **Mariposa Cruises** for the 2011 Season:

- Cruise Toronto's waterfront on the newly transformed *Captain Matthew Flinders* following a spectacular renovation! Stunning from bow to stern, the majestic flagship is the largest and grandest of all ships in Toronto. The *Flinders'* new interior colour palette showcases her classic nautical beauty through 144 ft of unparalleled luxury. Her original custom build now reflects a more transitional style, featuring a bright and welcoming entrance foyer with warm wall panels, lush wool carpeting in rich indigo hues, classic marine striped valances and stunning bronze-flecked quartz counters compliment the Tasmanian myrtle hardwood bars. The *Flinders'* interior is lit with clean white lighting using the latest environmentally conscious marine LED technology, giving her the smallest carbon footprint of any vessel of comparable size in Western Lake Ontario.
- Sample some new menu items including pulled pork sliders
- Mariposa's NEW Ice Cream Social Cruise includes an enhanced tour that provides both a nostalgic and historical view of Toronto's Harbour and harkens your inner-child with a delicious ice cream treat! A great summer outing for the whole family!
- Sailing again for Sunday Brunch, Lunch and Dinner, this year Mariposa Cruises has expanded and enhanced the Public Dining schedule to over 75 available dates and times!

Founded in 1987, **Mariposa Cruises** began with the addition of the *Mariposa Belle* and is one of the largest hospitality cruise operators in Canada.

With six different ships to choose from, **Mariposa Cruises** has the perfect venue for special events to accommodate 20-575 people. The fleet varies in size and style and includes southern style paddle wheelers like the *Showboat* or the *Mariposa Belle*, a steamboat replica like the *Oriole*, more cozy contemporary ships like the *Rosemary* and larger luxury boats like the *Northern Spirit* or the *Captain Matthew Flinders*. **Mariposa Cruises'** experienced and professional team will create a dynamic experience for any event. Whether it is a corporate function, business meeting, employee get-together, product launch, company event, family outing, event or wedding, **Mariposa Cruises** provides full service event management to ensure that each event is a unique and memorable experience.

**Mariposa Cruises** also offers scheduled cruises including: a one-hour narrated Sightseeing Tour, a two-hour casual Lunch Cruise or Sunday Brunch Cruise, and a three-hour magical Dinner Cruise.

**Mariposa Cruises** depart from Toronto's Harbourfront at the east side of Queen's Quay Terminal (207 Queen's Quay West - Queen's Quay West at York Street), with ample parking and the TTC Streetcar within steps.

### **About Mariposa Cruises**

Now in its third decade, Mariposa Cruises has built its reputation as the established leader in the Toronto harbour, with an impressive fleet comprising of six distinctive ships, varying in size and style to accommodate groups up to 575 passengers. Mariposa Cruises is the largest Canadian cruise operator to provide full service event management for corporate and social events. For more information on Mariposa Cruises please visit [www.mariposacruises.com](http://www.mariposacruises.com) or call (416) 203-0178.

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For additional information or interview requests, please contact:

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