

TRAVEL AND HOSPITALITY

Cunard, NYT cross the Atlantic for crossword puzzle's 75th anniversary

June 16, 2017



The New York Times launched the crossword in 1942. Image credit: Cunard

By STAFF REPORTS

High-end cruise line Cunard is testing the crossword puzzle skills of its passengers in a collaboration with The New York Times.

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This year celebrates the 75th anniversary of The New York Times crossword puzzle. The newspaper first published a crossword puzzle in 1942 as a way to comfort and distract readers after the bombing of Pearl Harbor, and by 1950 the word game became a daily staple of The New York Times.

Five letter word for luxury

The New York Times' crossword puzzle for the last 75 years has remained one of the paper's most popular and enjoyable features. Rising in difficulty throughout the week, the game has become part of daily life for the newspaper's audience.

To fete the occasion and entertain passengers on its transAtlantic voyage from New York to Southampton in the United Kingdom, Cunard worked with The New York Times to program "The Crossword Crossing."

Hosted aboard the Queen Mary 2, passengers can test their skills while enjoying the seven-night trip across the Atlantic.



Cunard's Queen Mary 2 will host NYT crossword puzzle lectures and daily games. Image credit: Cunard

Cunard's Crossword Crossing departs New York Harbor Dec. 8 and will feature crossword experts Deb Amlen, Joel Fagliano and Ben Zimmer.

The trio of experts will provide insights into crossword puzzle strategy through daily game sessions, lectures and on-board activities.

"The New York Times is one of the most esteemed news organizations in the world," said Josh Leibowitz, senior vice president of Cunard North America, in a statement. "We are proud to offer collaborations like this one, which will give our guests an extraordinary travel experience that they would not be able to find anywhere else."

Cunard often finds standout ways to delight its passengers.

Last April for example, Cunard partnered with Julien's Auctions to prove that "There's No Business Like Show Business."

The celebrity auction house showcased highlights from David Gainsborough-Roberts' Marilyn Monroe collection aboard Queen Mary 2. Ms. Monroe remains one of the most beloved icons of 20th century Hollywood, and her glamorous profile both on and off-screen made the collection an enticing way for Cunard to widen its net ([see story](#)).