

TRAVEL AND HOSPITALITY

## Cunard embarks on entertainment partnership with BAFTA Los Angeles

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*Cunard's Queen Mary 2. Image credit: Cunard*

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By STAFF REPORTS

Cruise line Cunard is furthering its ties to show business through a partnership with the British Academy of Film and Television Arts, Los Angeles.

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Cunard has become BAFTA Los Angeles' official cruise partner, a role that includes brand placement at events throughout 2019. Through this sponsorship, Cunard will also be able to offer guests film experiences while they are on board, bringing a taste of Hollywood to the water.

On board and on screen

Cunard has a long history within the film industry, having transported stars and filmmakers including Elizabeth Taylor and Wes Anderson across the water. More recently, the cruise line hosted the premiere of 20th Century Fox's "The Greatest Showman" aboard the Queen Mary 2.

Now, Cunard is linking with BAFTA Los Angeles on a series of events for 2019. Included among the programming will be screenings about Cunard's fleet of liners.

Kicking off the cruise company's sponsorship of BAFTA Los Angeles, Cunard presented Cate Blanchett with the Stanley Kubrick Britannia Award for Excellence in Film at the organization's 2018 Britannia Awards on Oct. 26.



*Cate Blanchett accepts the Stanley Kubrick Britannia Award for Excellence in Film presented by Cunard. Image courtesy of Cunard*

"On behalf of Cunard, congratulations to Cate Blanchett on being awarded the Stanley Kubrick Britannia Award for Excellence in Film," said Josh Leibowitz, senior vice president of Cunard North America, in a statement.

"Over our 178 year history, we have sailed more celebrities across the Atlantic than any other company," he said. "We look forward to our partnership with BAFTA LA to offer special onboard programming and experiences for Cunard guests."

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 make the collection an enticing way for Cunard to widen its net ([see story](#)).

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