

Milk releases activity kit for young passengers on Marella Cruises'



The Milk amenity kits for young travellers on Marella Cruises

[Milk](#), a UK-based agency, has revealed its activity kit for young passengers aboard [Marella Cruises](#). The activity kit is designed for children between the ages of three to 12, aiming to educate them on topics such as sustainability and caring for the world's oceans. Besides being instructional, the kits were crafted to elevate the onboard experience for young passengers and give them a lasting memento of their holiday.

The activity kit includes a reusable wash bag, a set of novel card-based binoculars that fold down small for easy transport, an activity book containing factual tasks and puzzles to solve (for all age ranges) and a pack of pencil crayons to improve dexterity. Each piece of content is based on Marella's existing and beloved M Crew characters, the press release said.

Milk focused on crafting an activity kit where each element is captivating, fun and educational for kids. Some activities include STEAM learning games along with educational games themed around the

ocean and environmental protection.

“We have worked really hard to create a kit that builds on the love and loyalty that young passengers have for the Marella M Crew Characters, but in a fresh, dynamic and new way. We have captured a sense of adventure through a coherent visual aesthetic that mirrors young passengers’ experiences on board,” said Aimee Johnstone, Client Services Director at Milk.

These educational kits are focused on the core value of Marella Cruises, ocean protection. Milk also creates children’s amenity kits for brands in the airline and travel and leisure sectors.

“Milk has done a fantastic job of the new kits which I’m sure will engage our young passengers and help to spark their curiosity around protecting the ocean and the destinations they are set to visit on their voyages,” said Emma Carlisle, GM Cruise Customer Experience at Marella Cruises.