MEDIA RELEASE
13 October 2016

 **World’s biggest cruise line introduces new take on ancient sport**

Cruise ships operated by Carnival Cruise Line have added bocce to their list of on-board activities, thanks to an inflatable court developed by New Zealand company Packaworld.

Joey Colby-Begovich, Manager of Entertainment Experience for Carnival Cruise Line, said Carnival was excited to introduce bocce on 18 ships across its fleet after successful trials on-board Carnival Pride and Carnival Glory. The trials were run by the American Bocce Company, which is leading a revitalization of the sport across the USA.

"Adding a sport like bocce gives our guests yet another fun activity to enjoy,” Mr. Colby-Begovich said. “We are really excited to offer bocce across our fleet. Bocce is a fantastic ice-breaker and can be enjoyed by guests of all ages. The response from our guests has been wonderful.”

Bocce is a participation-based sport similar to pétanque and lawn bowls. Despite being an ancient sport, the size and bulk of traditional courts has posed a significant barrier to offering bocce on cruise ships or in shared spaces in the past.

To overcome this problem, Packaworld developed inflatable ‘Packabocce’ courts in collaboration with Special Olympics New Zealand.

Packaworld CEO Peter Roberts said ‘Packabocce’ courts were developed to make it easier to bring the game to new players and locations around the world.

The invention of portable recreation courts in 30-foot by 8-foot recreation size and 22-foot by 6-foot mini size meant recreational bocce could now be set up in minutes just about anywhere there was space to inflate the courts, he said.

"Traditional courts are 60 feet long, 12 feet wide, and usually made of wood, so they require a dedicated space. Moving them takes a lot of effort, and transporting them has been dependent on trailers and shipping containers.

“This led us to invent Packabocce courts. They are revolutionizing the way bocce is set up. One of the world’s oldest sports can now be offered anywhere from ship to shore."

Mr. Roberts said bocce was a great fit for recreational play on cruise ships as it encouraged people of all ages and physical abilities to get involved. He said Carnival Cruise Line’s innovative decision to offer bocce in indoor social spaces such as on-board bars meant it could deliver the best experience for cruise line guests rain or shine.

Distributed via [www.packaworld.com](http://www.packaworld.com), Packabocce courts have been a vital factor in a recent resurgence in the sport of bocce, as promoted by the American Bocce Company. The courts are now used in a wide variety of locations, from local sports leagues and restaurants such as Eataly to team trainings for the American Special Olympics Bocce team.

**ENDS**

To arrange an interview or obtain high-resolution images, contact:

Fraser May, Communications, Packaworld
+64 27-8222-107 // communications@packaworld.com // <http://www.packaworld.com/>

Alex Gara, Founder, American Bocce Company
001 (773) 592-9864 // alex@americanbocceco.com // <http://www.americanbocceco.com/>

Vance Gulliksen, PR Manager Carnival Cruise Line
001 (305) 406-5464 // VGulliksen@carnival.com // <https://www.carnival.com/>

A gallery of images, including images taken on Carnival Cruise Line’s sister fleet P&O Cruises Australia, is available online at <http://www.packaworld.com/pocruise.html>.

**Notes for journalists:**

ABOUT BOCCE

Similar to English lawn bowls and French petanque, bocce is a sport that can be played anywhere and anytime by anyone. Bocce originated in Italy, and the Romans, Egyptians and Greeks all played a form of the game, making it one of the world’s oldest sports.

Packaworld’s new inflatable Packabocce courts come in a variety of sizes and allow the sport to be delivered in a much greater variety of scenarios and locations.

ABOUT PACKAWORLD INTERNATIONAL LIMITED:

Headquartered in Wellington, New Zealand, Packaworld believes people should be able to play the sports they love where and when they want to, from athletes in the highest sporting arenas to everyday people in local neighborhoods.

Packaworld supplies an innovative range of packable, portable products, supplied worldwide and designed to cater for a variety of events, sports and playing age groups.

For more information about Packaworld products, visit [www.packaworld.com](http://www.packaworld.com).

ABOUT THE AMERICAN BOCCE COMPANY

The [American Bocce Company](https://americanbocceco.com/) began in the Chicago suburb of Wicker Park. They have inspired a new generation of bocce players with a unique social style of play, and are the inspiring force behind bocce leagues from Boston to New Orleans.