



The Mark Belling Late Afternoon Show
"STANDING UP FOR MILWAUKEE"
3 – 6 P.M. Weekdays

Dear Listener,

My annual listener cruise has become the most successful annual promotion in Milwaukee radio history. Over the years, thousands of people have joined me on vacations to some of the most amazing destinations in the world. We've sailed on wonderful ships and took side trips everywhere, from a barbecue at a lagoon in Jamaica to a green mountain in Bora Bora. My 2011 cruise is special because it is my 20th cruise. It has to be the best one ever.

We have put together a high-end vacation on a par with our exotic trips of the past two years but at a price similar to our more mainstream and fun-filled trips of the first seventeen cruises. Elite, spectacular and at a value-based price. That's my Number 20.

We'll be sailing on a great upscale cruise line. Holland America's *M/S Noordam* strikes the perfect balance between upscale classy and leisurely fun. It gets rave reviews from passengers and cruise critics alike. It will be our home for TEN amazing days. The food is great, the ship is beautiful and our itinerary takes us to the most spectacular islands in the Caribbean. Some are well-known. Others are the exotic hideaways only the celebrities get to visit. Aruba with its white sandy beaches, light blue water and upscale shopping is on our itinerary. But so is Samana. Have you heard of the exotic Turks and Caicos? Well, we're going to Grand Turk. We've got arid Bonaire in the Netherlands Antilles. While we're in the neighborhood, let's add in Curacao. We even have a private island stop at Half Moon Cay in the Bahamas, and it's reputed to be the best of all the private island cruise stops in the region. That's an awesome ship for a week and a half with an itinerary taking us to the deep Southern Caribbean that guarantees spectacular weather.

But that's not all. We'll be spending the day before our cruise in Fort Lauderdale right near the incredible Las Olas district. I've been there many times. There isn't a nicer street for dining and fun in the U.S. My cruises are always extra-special because of the personal care delivered by our on-board escorts led by Cruise & Tour's Dennis and Peggy Crull. They've led every one of my cruises and guarantee us world-class service.

Note the links above to the flyer containing details of my cruise and the 8-page color brochure on our beautiful ship. You'll see pricing reminiscent of some of the seven-day cruises I led a full decade ago. But this cruise is better than those long ago (but still wonderful) vacations. We have a full week and a half. We're on an amazing cruise ship. Our itinerary will give us the best weather at a time Wisconsin will be dishing out its worst. My goal for my 20th cruise was to come up with a drop-dead gorgeous vacation and make it as affordable as my very first cruises. Over 360 past cruisers and listeners have already signed up, so I would say Mission Accomplished.

Oh, did I mention we're going Valentine's week? I'm only going to have one 20th cruise. I want it to be my most special. I hope you can join me.

Mark

P.S. I almost forgot to tell you how to get on board. For reservations and additional information, call 1 (800) 383-3131. Cruise & Tour manager, Dawn Weltzin, will hold your place and take you through the process. Whether this is your first cruise or your 20th, you'll be in the best of hands.

Hurry - space is limited!