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## **ICE Executives to Take the Plunge for PREHAB of Arizona**

**Phoenix, AZ. - (August 17, 2006)** – A highlight of the annual Founder's Day events at International Cruise & Excursions, Inc. (ICE) is always the executive dunk tank. For \$5, employees get three chances to test their pitching skills, trying to hit a target that sends one of the company's senior staff members splashing into the drink. Scheduled to take the plunge at this year's event, to be held Friday, August 25, are ICE co-founder and owner Marcia Rowley and ICE co-founder and CEO John Rowley. All proceeds from the dunk tank will go to PREHAB of Arizona.

Earlier this month, ICE employees and vendors contributed more than \$3,000 in back-to-school supplies for PREHAB's Operation Fill a Backpack. The annual project benefits school-age clients in PREHAB's domestic violence, homeless and youth programs.

**(NOTE: Photo of ICE employees with filled backpacks available upon request.)**

International Cruise & Excursions, Inc. (ICE) is a worldwide travel and leisure organization that creates, supports and services a global network of innovative travel alliances among top corporations, resorts, cruise lines, vacation suppliers and travel providers. Specializing in value-added cruise programs, Internet marketing solutions and unique technology solutions, ICE is affiliated with more than 650 luxury resort properties and provides cruise and vacation fulfillment services to more than 150 major brands, servicing over 55 million consumers. Headquartered in Phoenix, ICE has 700 employees worldwide.

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