



Holland America Line's Denella Ri'chard Named Among Legacy Miami's 50 Most Powerful and Influential Black Business Leaders

June 5, 2018

Cruise line's senior director of trade communications and engagement recognized among a who's who of top influencers in South Florida's African American community

Seattle, Wash., June 5, 2018 — Holland America Line's Denella Ri'chard, senior director of trade communications and engagement, was named as one of Legacy Miami's 50 Most Powerful and Influential Black Business Leaders of 2018. Ri'chard, who also is a member of the cruise line's Sales Leadership Team, was recognized at a gala event Saturday, June 2.

The honorees will be profiled in the Legacy Miami and Legacy South Florida Power issues inserted in the Miami Herald and Sun-Sentinel.

"Denella continues to shine as an influential leader within the African American community and also the Holland America Line organization," said Orlando Ashford, president of Holland America Line. "With her go-getter outlook and passion for making a positive impact both professionally and personally, it's no surprise others see how deserving she is of this recognition. Congratulations to Denella on this honor."

Ri'chard earned the distinction for her dedication to the South Florida community where she resides. She does fundraising and volunteer work for Seafarer's House and volunteered with The Greater Fort Lauderdale Chapter of Jack and Jill of America, Inc. teaching oratorical skills to high school students. She is a former board member of The Boys & Girls Club of Greater Memphis.

Ri'chard sits on the Allied Marketing Committee and is an active member of American Society of Travel Agents and Cruise Lines International Association, where she sits on the Trade Relations Committee.

"To be selected as one of Legacy Miami's 2018 class of powerful and influential business leaders in the South Florida community is truly an honor," said Ri'chard. "It is with pride and a spirit of gratefulness that I say thank you to Legacy Miami for including me in this distinguished group."

Most recently, Ri'chard was recognized as one of the 25 Influential Black Women in Business by The Network Journal, an award-winning business magazine for African American professionals, corporate executives and business owners.

Editor's note: Photos are available at <https://www.cruiseimagelibrary.com/c/ihgvqy1u>.

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About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line's fleet of 14 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 113-day itineraries, the company's cruises visit all seven continents, with highlights including Antarctica explorations, South America circumnavigations, Cuba cruises and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada and New England, Bermuda, Europe and the Panama Canal. The line welcomed *Koningsdam* in 2016 and has a second Pinnacle-class ship, *Nieuw Statendam*, to be delivered in December 2018. A third Pinnacle-class ship will be delivered in 2021.

The company is undergoing \$300 million in brand enhancements to secure its position as the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge through an exclusive partnership with O, The Oprah Magazine; during an America's Test Kitchen show; at Explorations Café presented by The New York Times; and by taking a Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council, comprising world-famous chefs who design dishes exclusively for our guests.

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