



## **AIDA congratulates the St. Pauli Museum on the new presentation of its permanent exhibition**

May 1, 2015

In a festive ceremony on May 1, 2015, AIDA President Michael Ungerer congratulated the St. Pauli Museum in Hamburg on the successful new presentation of its permanent exhibition.

As sponsor, AIDA Cruises supports the development and conservation of the museum. “As part of the local community, and as a responsible company, we are pleased to support the wonderful work of the St. Pauli Museum, and to thereby contribute to today’s new presentation of the museum and the continuation of the social initiatives of the St. Pauli Museum,” said Michael Ungerer.

The museum documents the history of Hamburg’s most famous district with over two million photographs and documents from 150 years of city history. With its lively and multifaceted exhibitions, it plays an important role in creating awareness of this unique district’s history and culture among tourists and Hamburg’s citizens. The museum's social initiatives for the homeless and those in need provide assistance to those in the district who do not live on the sunny side of life.

Hamburg and particularly St. Pauli have special meaning for AIDA Cruises: Hamburg is one of the most important ports for the AIDA fleet, which currently comprises 10 ships. This year, alone, the company made 55 stops with 5 AIDA ships in the Hanseatic City. With AIDAprima in 2016, AIDA Cruises will be stationing the first ship that will depart from Hamburg year round.

AIDA Cruises also has company headquarters in Hamburg - right in the middle of St. Pauli. Here, the entire entertainment program is developed for the AIDA fleet. In 2013, the expanded AIDA Entertainment House on Simon-von-Utrecht-Straße had its grand opening. Around 100 permanent employees and just as many freelancers find their inspiration for creative and artistic work in St. Pauli.