



## **Holland America Line Receives Fifth Consecutive Port Metro Vancouver Blue Circle Award**

June 18, 2015

*Company one of four cruise lines to be recognized for environmental stewardship*

Seattle, Wash., June 18, 2015 — At a reception June 2, 2015, Holland America Line was presented with a Port Metro Vancouver 2014 Blue Circle Award for its ongoing commitment to sustainability. The award is bestowed on companies with the highest level of participation in Port Metro Vancouver’s EcoAction Program and that strive to reduce emissions and shrink their carbon footprint.

Holland America Line was one of 16 companies to receive the honor and one of just four cruise lines. Holland America Line has won the award every year since its inception in 2009.

“As a company that places environmental stewardship at the top of our priorities, it’s an honor to again receive the coveted Blue Circle Award from Port Metro Vancouver,” said Orlando Ashford, Holland America Line’s president. “Our business is based on sharing the beautiful areas of the world such as Alaska with our guests, so we take our responsibility to effectively manage our impact and interactions with the environment very seriously.”

### **About Port Metro Vancouver’s EcoAction Program**

As a global leader in port sustainability, Port Metro Vancouver is committed to working with industry stakeholders to reduce atmospheric emissions and carbon footprints. The EcoAction Program is a unique way of encouraging cleaner ships by offering financial incentives for vessels that implement emission-reduction measures and other environmental practices. The Blue Circle Award recognizes a company’s commitment to sustainability.

In 2014, through shore power use in Vancouver and the Port’s EcoAction Program , participants contributed to an overall reduction of more than 3,000 tons of GHG emissions.

### **Holland America Line’s Environmental Accolades**

Holland America Line’s ships meet or exceed all provisions of the international regulations governing the environmental management of marine operations. But the company aims for superior environmental performance while operating responsibly via a firm promise to reduce all forms of pollution through improved policies, scientifically sound practices, consistent training of employees and innovative technology.

Holland America Line is among the pioneers in the maritime industry in investing in technology to

reduce engine emissions while a ship is at berth. Six of the 15 Holland America Line ships —*ms Amsterdam*, *ms Veendam*, *ms Noordam*, *ms Oosterdam*, *ms Westerdam* and *ms Zuiderdam* — use shore power at the ports of Seattle, San Diego and Vancouver.

In addition to the Blue Circle Award, the company also received the 2015 Green Gateway Award from the Port of Seattle for its commitment to the environment, and the 2012 Rear Admiral William M. Benkert Environmental Protection Award from the U.S. Coast Guard. Holland America Line was named among the 2015 World's Most Ethical Companies by Ethisphere Institute for its commitment to high ethical standards.

Through the “Our Marvelous Oceans” partnership with the Marine Conservation Institute that began in 2010, Holland America Line educates guests and crew about marine conservation issues, including a new focus on marine protected areas. The cruise line and the Marine Conservation Institute also continue to work together to source sustainable seafood for Holland America Line.

For more information about Holland America Line, consult a travel professional, call 1-877-SAIL HAL (877-724-5425) or visit [www.hollandamerica.com](http://www.hollandamerica.com).

**Editor’s note:** A photo is available at: <https://hal.widencollective.com/c/yrbk4voj>.

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Find Holland America Line on [Twitter](#), [Facebook](#) and the [Holland America Blog](#). Access all social media outlets via the [Online Communities](#) quick link on the home page at [hollandamerica.com](http://hollandamerica.com).

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

Holland America Line’s fleet of 15 ships offers more than 500 cruises to 415 ports in 98 countries, territories or dependencies. One- to 110-day itineraries visit all seven continents and highlights include Antarctica, South America, Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to ports in the Caribbean, Alaska, Mexico, Canada/New England, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in April 2016 from Fincantieri shipyard, as well as a second Pinnacle Class ship due for delivery in November 2018.

Fleetwide, the company features Signature of Excellence enhancements, a commitment totaling more than \$500 million, that showcase the Culinary Arts Center presented by Food & Wine magazine — a state-of-the-art onboard show kitchen where more than 60 celebrated guest chefs and culinary experts provide cooking demonstrations and classes — Explorations Café powered by The New York Times, Digital Workshop powered by Windows, teens-only activity areas and all-new stateroom amenities highlighted by flat-panel TVs and plush Euro-top Mariner’s Dream Beds.

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