



Holland America Line Wraps Up Successful Year of Seattle Giving with Community Impact Award from Seattle Business Magazine

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Seattle's Hometown Cruise Line honored for work supporting community events, non-profits and fundraising activities

Seattle, Wash., Nov. 12, 2015 — Each year in its headquarters city of Seattle, Washington, Holland America Line contributes to many local non-profit organizations through sponsorships, board participation and employee volunteerism. The company also supports a wide-range of non-profits and philanthropic efforts throughout the United States and around the world where its premium cruise ships sail. Seattle Business Magazine recently recognized the cruise line's philanthropic efforts with a Community Impact Award.

"Holland America Line is proud to be recognized for the work that we do to create a better future in Seattle and around the world," said Orlando Ashford, president of Holland America Line. "We provide donations, host luncheons, aid those in need and raise funds for worthy organizations because we are committed to making a difference in the communities where we live, work and sail. We truly appreciate being honored for our efforts."

Community Giving Awards and Accolades Recognize Efforts

In October, Seattle Business Magazine presented Holland America Line with a Community Impact Award for "Business of the Year: Large Companies." The awards are given to the region's most influential leaders who are committed to making the local community a better place for their employees and business operations.

Earlier this year, Holland America Line received several honors for its corporate giving including the Live United Sparkie Award from United Way of King County, Washington, for its enthusiastic and innovative community work related to the annual United Way fundraising campaign. The Puget Sound Business Journal ranked Holland America Line in its Top 25 Large Corporate Philanthropists list and Komen Puget Sound also honored Holland America Line at its annual Grace Notes Gala.

Events and Sponsorships Help Raise Funds

Holland America Line supports community giving year round. The cruise line launched a fundraising campaign with United Way in September featuring a Seattle sports theme that paid homage to local teams and included special guest mascot appearances by the Seattle Seahawks Blitz, Mariner Moose and Seattle Storm Doppler. Employees participated in Food Truck Thursdays, a Day of Caring volunteer project and fundraising raffle that raised more than \$110,000 for United Way.

During the Seattle Mariners home game at Safeco Field Oct. 2, Holland America Line presented a \$25,000 check for Uncompensated Care to Seattle Children's Hospital. The donation was part of the company's partnership with the Seattle Mariners and their "K's for Kids" program for the 2015 baseball season.

Shipboard Fundraising Luncheons Support Local Partners

Each year Holland America Line hosts more than 25 shipboard charity luncheons for nearly 5,000 guests in its homeport cities in the United States and internationally. In Seattle, the company hosted guests from organizations such as the American Cancer Society, Catholic Seafarers' Center, Auction of Washington Wines, Seattle Men's Chorus and Seattle Women's Chorus, Seattle Theatre Group, and Komen Puget Sound luncheon for breast cancer survivors.

Combined with shipboard lunch events in Fort Lauderdale, Florida; San Diego, California; and

Vancouver, British Columbia, the ships welcomed 4,000 attendees and raised nearly \$50,000 for a variety of nonprofit community organizations with these luncheons.

Disaster Giving and Relief Help Global Citizens

In April, during a call at Port-Villa, Vanuatu, in the South Pacific, *ms Oosterdam* delivered much-needed supplies to the island, which was ravaged by Cyclone Pam in March. Not only did *Oosterdam* collect cash donations and supplies from guests and crew, it also carried essential goods on behalf of Save the Pacific Foundation. The organization needed a way to get supplies to Vanuatu from Sydney, so it coordinated the relief effort with Carnival Australia and Holland America Line. *Oosterdam* was making a scheduled call — the only ship departing from Sydney and calling at Vanuatu in the next two months — and was able to carry the supplies to the island.

Additionally, Holland America Line provided cash support for relief efforts in Nepal in the wake of April's devastating earthquake to support on-the-ground teams distributing emergency supplies and aiding rebuilding efforts in the most affected areas.

Giving Is Part of Holland America Line's Culture

In addition to the luncheons and events, Holland America Line and its corporate foundation's year-round charitable-giving programs include cash sponsorships, in-kind donations, free- and reduced-fare cruise donations for nonprofit fundraising events, donations of usable shipboard items around the world, employee volunteerism and other philanthropic activities.

Holland America Line's successful "On Deck for a Cause" shipboard fundraising program benefits six international cancer organizations located in the United States, Canada, Australia, the Netherlands, Germany and the United Kingdom. To date, more than 300,000 guests have participated in noncompetitive 5k fundraising walks on Holland America Line cruises worldwide, helping to raise \$4.5 million dollars for cancer research, education, screening and treatment programs.

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

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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.

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

Holland America Line's fleet of 13 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 115-day itineraries, the company's cruises visit all seven continents with highlights including Antarctica explorations, South America circumnavigations and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada/New England, Bermuda, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in April 2016, as well as a second Pinnacle Class ship due for delivery in November 2018.

The company recently announced \$300 million in brand enhancements to secure its position at 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 on board at the Culinary Arts Center, presented by Food & Wine magazine; Explorations Café, powered by The New York Times; and Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Clubs. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council that comprises world-famous chefs who design dishes exclusively for our guests.

CONTACT: Sally Andrews
PHONE: 800-637-5029
EMAIL: pr@hollandamerica.com