



Eureka! Holland America Line to Give Away Five Gold Nuggets in 'Find Your Gold' Promotion

February 8, 2016

Strike it rich while celebrating the Klondike Gold Rush on Alaska-Yukon adventures

Seattle, Wash., Feb. 8, 2016

— In honor of the 120th anniversary of the Klondike Gold Rush, Holland America Line is launching a "Find Your Gold" giveaway that will award five lucky winners an authentic gold nugget valued at approximately \$1,000 each. As the only cruise line to offer Alaska and Yukon travel, the glistening golden treasure is the perfect representation of Holland America Line's deep connection to the region.

In 2016, the cruise line will continue to deliver exceptional experiences with 149 voyages and 248 Land+Sea Journeys to The Last Frontier. Guests who book and travel on any 2016 Yukon+Denali Land+Sea Journey will be eligible to win one of the five gold nuggets. Most Yukon+Denali Land+Sea Journey adventures feature a complimentary gold panning experience at historic Gold Dredge #8 in Fairbanks, where guests can learn about the life of a prospector and test their own skills to find the mother lode.

"Holland America Line has been at the forefront of Alaska cruising and Yukon exploration for nearly 70 years, and we wanted to celebrate the anniversary of the Klondike Gold Rush by doing something fun and memorable," said Orlando Ashford, Holland America Line's president. "Panning for gold is such a significant part of the region's culture and history, and giving away the special nuggets is our way of honoring the Yukon and inviting our guests to be a part of the celebration in a unique way."

The giveaway runs through Sept. 2, 2016, and the five winners are scheduled to be selected mid-September in a random drawing. The drawing is open to legal residents of the 50 United States (excluding Colorado), the District of Columbia and Canada (excluding Québec) who are 18 years of age or older at the date of entry. Entries may be submitted by mail with no purchase necessary.

Explore Alaska and the Yukon with Holland America Line

In 2016, Holland America Line will have seven ships exploring Alaska's majestic landscapes from May through September. The ships offering seven- and 14-day Alaska cruises are ms Amsterdam, ms Maasdam, ms Nieuw Amsterdam, ms Noordam, ms Volendam, ms Westerdam and ms Zaandam.

Holland America Line's award-winning Land and Sea Journeys combine a three-, four- or seven-day Inside Passage cruise with in-depth overland tours to the Yukon and Alaska's interior. Offering up to three days at Denali National Park for wildlife viewing and spectacular scenery, Land and Sea Journeys are designed to highlight the best of Alaska's wilderness, wildlife, native culture and history.

The new complex being developed at Denali will be ready for the 2016 Alaska season. Guests will be able to enjoy the grand two-story restaurant showcasing views of the neighboring mountains, Gold Nugget Saloon, an amphitheater, cozy fire pits, outdoor seating, three retail shops and an artist-in-residence cabin where local artists will display and discuss their works.

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

Editor's note:

Photos available at cruiseimagelibrary.com/c/0vps0pzf.

— # # # —

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 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 that comprises world-famous chefs who design dishes exclusively for our guests.

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