



New dream role for Emma Schweiger: Godmother of AIDAprima

March 11, 2016

Splendid christening ceremony in the home port of Hamburg as the highlight of this year's Hamburg Port Anniversary.

The well-known young actress Emma Schweiger will christen AIDAprima, the new flagship of AIDA Cruises, as part of the 827th HAMBURG PORT ANNIVERSARY on May 7, 2016. Germany's leading cruise company made the announcement on March 11, 2016, during the ITB in Berlin. Emma Schweiger greeted all guests via video message that is also posted at www.aida.de/neuegeneration. The 13-year-old has already captivated millions of people with roles in hit movies such as Rabbit Without Ears ("Keinohrhasen"), Rabbit Without Ears 2 ("Zweihrküken"), "Kokowääh" and Head Full of Honey ("Honig im Kopf").

"Emma is perfect for the role of AIDAprima godmother. She is an unparalleled embodiment of the young, fresh, unconventional attitude towards life that the AIDA brand stands for. With her naturalness and zest for life, she is a delight to many people in Germany, regardless of their age," says Felix Eichhorn President AIDA Cruises.

"I am so happy to have the chance to be godmother of this super cool ship. I think that no matter your age, everybody should be able to do what they think is most fun especially on vacation – without stress and obligations. And that is exactly what I can do on AIDAprima," says godmother Emma Schweiger.

Under the motto "Experience the christening of the year!", AIDA Cruises is presenting its new flagship AIDAprima and the diversity of the vacation options with numerous activities on shore and on the water as the main sponsor of the 827th HAMBURG PORT ANNIVERSARY from May 5–8, 2016.

AIDAprima will be entering the Hamburg port accompanied by sister ship AIDAaura in the early morning hours on May 7, 2016. For port anniversary visitors, who would like to see AIDAprima up close, AIDA Cruises is offering a free shuttle boat from Binnenhafen Süd [South Inland Port] (floating pier near Baumwall) to the berth at the Steinwerder Cruise Center on the day of the christening.

At about 8 p.m., AIDAprima will leave the Steinwerder Cruise Center for the Elbe Philharmonic Hall, where it will heave to before joining AIDAaura in front of the Harbor Piers (Landungsbrücken) for the christening ceremony. At exactly 10 p.m. a stunning light show on board AIDAprima will usher in the christening ceremony. Emma Schweiger accompanied by Captain Detlef Harms will christen AIDAprima at about 10:15 p.m. The subsequent AIDA fireworks display will turn the night sky over the Elbe into a glittering sea of color. After a little cruise around the harbor, AIDAprima will bid farewell to Hamburg and the city's guests and set off on a 7-day voyage to the most beautiful cities in Western Europe.

AIDA Cruises is also going to broadcast the christening live online for everybody not able to be in Hamburg for the event. The christening will also be broadcasted aboard the AIDA ships. Additional details will be announced shortly.

For current information about AIDAprima, see www.aida.de/neuegeneration. All offers from the AIDA vacation world can be booked via www.aida.de, travel agencies, or the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

Berlin/Rostock, March 11, 2016

About Emma Schweiger:

Her first major film debut came in 2007 at the age of five when she starred in one of the most successful German films, Rabbit Without Ears (“Keinohrhasen”). In 2009, she also played in the sequel Rabbit Without Ears 2 (“Zweiohrküken”). Emma Schweiger had her first role in 2011 in the film “Kokowääh”. The Sequel “Kokowääh 2” came out in movie theaters in 2013. She celebrated her biggest success to date in 2015 with the film “Head Full of Honey” (Honig im Kopf) alongside Dieter Hallervorden. The children's film “Conni & Co.” also comes out this year. But the young actress has also already successfully demonstrated her talent as a host in several TV shows.

About AIDA Cruises:

AIDA Cruises is one of Germany's fastest growing and most economically successful tourism businesses and currently employs around 7,000 people from 40 countries. Of these employees, 6,000 work on board and 1,000 work at the company headquarters in Rostock and Hamburg. AIDA operates and markets one of the world's most state-of-the-art and environmentally friendly fleets with 10 cruise ships. The ships are operated in compliance with the highest international quality, environmental, and safety standards. By 2020, the AIDA fleet will expand to 14 ships.