



## **Holland America Line Hosts Girl Scouts San Diego Luncheon on *ms Maasdam* to Celebrate Retirement of CEO Jo Dee Jacob**

March 22, 2016

Seattle, Wash., March 22, 2016 —On Tuesday, March 15, 2016, in San Diego, California, Holland America Line hosted a luncheon aboard *ms Maasdam* for Girl Scouts San Diego, one of the company's community partners.

The guest of honor was Chief Executive Officer Jo Dee C. Jacob, retiring after nearly 15 years with Girl Scouts San Diego. One of her most notable accomplishments is starting "Operation Thin Mint<sup>®</sup>." Since the community service project began in 2002, San Diegans have sent more than 2.5 million boxes of Girl Scout Cookies and countless notes of support to deployed U.S. military troops.

"Girl Scouts San Diego helps shape the lives of thousands of young girls, and we are proud to partner with an organization that has such a positive impact on our future leaders," said Orlando Ashford, president of Holland America Line. "It is touching to be able to honor a true visionary like Jo Dee, and we wish her a happy and fulfilling retirement."

Following the luncheon and a presentation, guests were invited to tour the ship before disembarking. As a "thank you" to Holland America Line, Girl Scouts San Diego gifted the crew with boxes of its popular cookies.

Prior to joining Girl Scouts San Diego, Jacob completed a distinguished 27-year career in the U.S. Navy, where she was a pioneer in the all-volunteer force and attained the rank of captain.

"With Jo Dee's Navy experience and connection to Operation Thin Mint<sup>®</sup>, *Maasdam* was the perfect setting for her retirement celebration!" said Debbie Rider, a past chair of the Girl Scouts San Diego Board of Directors, who now serves as the organization's chief development officer. "Thanks to partners like Holland America Line, who give us tremendous support, we're able to continue touching the lives of so many girls. The crew today were outstanding, and we know they'll enjoy our delicious cookies as a small token of thanks."

San Diego's first Girl Scout troop was founded in Coronado in 1917. Now Girl Scouts San Diego provides activities and events for 27,000 girls and nearly 13,000 adult members and trained volunteers. The organization provides five camps and program facilities for its members.

Through Girl Scout programs, girls can learn new sports and hobbies, prepare for college and careers, and travel to exotic destinations. In partnership with adult volunteers, girls participate in activities based on their interests, goals and skill levels. They earn badges, Journey awards and other recognitions as they try new experiences and accomplish their goals. For more information about Girl Scouts San Diego, visit [sdgirlscouts.org](http://sdgirlscouts.org).

Founded in 1912, Girl Scouts of the United States is America's premier leadership organization for girls. It is a non-profit organization that serves more than 2.7 million members. Girl Scouts provides an accepting, nurturing environment where girls can develop leadership skills, cultivate lifelong friendships, serve their communities and grow through new and exciting experiences. All girls ages five to 17 of every racial, ethnic, socioeconomic or religious background are welcome.

### **Holland America Line Community Support**

Each year Holland America Line hosts more than 25 shipboard charity luncheons for nearly 5,000 guests in its home port cities. In addition, Holland America Line and its corporate foundation's charitable-giving programs provide 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.

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

**Editor's note:** Photos are available at: <https://www.cruiseimagelibrary.com/c/lhkhgk2j>.

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**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.

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