



Holland America Line Hosts American Cancer Society's 'A Toast to Life' Fundraiser Luncheon on board ms Amsterdam in Seattle

June 27, 2016

Seattle, Wash., June 27, 2016 — At a recent fundraising luncheon for Seattle's American Cancer Society chapter aboard *ms Amsterdam*, Holland America Line President Orlando Ashford spoke about his company's commitment to raising money that will save lives and help end cancer. The cruise line hosted the fundraiser Sunday, June 12, at the Port of Seattle as a launch event for Hope Gala, an ASC black-tie celebration, live auction and exclusive dining experience to be held in September featuring Seattle chefs and local vintners.

Ashford shared with attendees that all guests aboard every Holland America Line cruise can participate in a walk around the deck, helping to support cancer research while taking in the view and enjoying the ocean breeze. Through the line's longstanding "On Deck for a Cause" fundraising initiative guests can join in the shipboard program benefitting six international cancer organizations, including American Cancer Society.

"Cancer is a disease that affects practically everyone in some way, which makes our partnership with an organization like the American Cancer Society all the more significant," said Ashford. "Through our support with On Deck for a Cause and by hosting these luncheons, we're able to make a greater impact that will hopefully help eradicate the disease one day soon."

Following the onboard luncheon, attendees were invited to a presentation in the ship's main show lounge and were able to tour the ship.

On Deck for a Cause invites guests to participate in a noncompetitive 5k fundraising walk on all 500 sailings across the fleet of Holland America Line's 14 ships, with proceeds distributed among the American Cancer Society, Canadian Cancer Society, Cancer Council Australia, Cancer Research UK, Deutsche Krebshilfe (German Cancer Aid) and KWF Kankerbestrijding (Dutch Cancer Society).

American Cancer Society (ACS) is a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem. In Washington state, ACS has offices in Seattle, Tacoma and Everett. Last year, the ACS of Washington funded 24 of the best and brightest Washington researchers (including the University of Washington and Fred Hutchinson Cancer Research Center) conducting groundbreaking cancer research. More than 12,800 Washington residents received assistance in 2015 and 3,793 received breast and colon cancer screenings through ACS's CHANGE Grant program. For more information, visit cancer.org.

"Thank you to Holland America Line for hosting the luncheon in such a beautiful setting, and more importantly for being a wonderful partner in finding a cure for cancer," said Sergey Smirnov, ACS senior manager, distinguished events. "With the support of organizations like Holland America Line, we're able to provide comfort to those affected by cancer and heighten awareness about the

disease as we work to find a cure."

In addition, Holland American Line also sponsors the ACS Washington Invitational Golf Tournament on July 18 at Broadmoor Golf Club, and the Seattle Hope Gala that will be held Sept. 24 at Bell Harbor.

Each year, Holland America Line hosts more than 25 shipboard charity luncheons for nearly 5,000 guests in its homeport 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 professional travel seller, call 1-877-SAIL-HAL ([1-877-724-5425](tel:1-877-724-5425)) or visit hollandamerica.com.

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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 14 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*, delivered in April 2016, as well as a second Pinnacle Class ship, *ms Nieuw Statendam*, due for delivery in November 2018.

The company recently announced \$300 million in brand enhancements to secure its position as 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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