



Holland America Line Renews Partnership with Seattle Mariners Through Programs to Honor U.S. Military and Support Seattle Children's Hospital

March 21, 2017

Hometown Cruise Line sponsors community outreach programs and recognition events

Seattle, Wash., Mar. 21, 2017 —Holland America Line announces the renewal of its partnership with the Seattle Mariners through the 2018 season. The partnership between Seattle's Hometown Cruise Line and the Hometown Major League Baseball Team includes several components, including in-ballpark advertising, sponsorship of the seventh-inning stretch, and presenting sponsorship of the "Salute to Those Who Serve" on-field recognition program honoring men and women of the United States Military.

Additionally, for the fourth consecutive season each strikeout thrown by a Seattle Mariners pitcher during a home game earns a donation from the cruise line to Seattle Children's Hospital under the "Holland America Line K's for Kids" program.

"Our partnership with the Seattle Mariners is a home run, enhancing our community outreach efforts throughout our hometown," said Orlando Ashford, president of Holland America Line. "We're honored to be part of an organization that shares our values of giving back to the community, and we're excited to be along for the ride as the team kicks off their season and sets their sights on the pennant."

For the past seven years, Holland America Line and the Mariners have maintained a partnership that, in addition to a corporate sponsorship, has included community-based programs. The cruise line will continue to sponsor Get Well Tours with visits to area hospitals by Mariners players, in addition to "K's for Kids" and the "Salute to Those Who Serve" recognition events.

'Holland America Line K's for Kids' Donation Program

Under the "Holland America Line K's for Kids" program, for each strikeout recorded by a Mariners pitcher at a home game throughout the season, the cruise line will make a cash donation to Seattle Children's Hospital. In 2016, Ashford recognized the Mariners strikeouts at home by presenting a check to the hospital for \$25,000 on Fan Appreciation Night.

"Salute to Those Who Serve" Military Program

At 26 Mariners home games this season, the "Salute to Those Who Serve" program will honor some of the men and women from various branches of the United States Military. During Friday and Sunday games, a member of the military (active, reserve, veteran or retired) is recognized on-field for his or her service to our country. Each honoree will receive four tickets and one parking pass to the game. Holland America Line is the presenting sponsor of this program.

Holland America Line Get Well Tours

Holland America Line is the presenting sponsor of the Seattle Mariners Get Well Tours, which

includes visits to area hospitals by Mariners players and the Mariner Moose. During these visits children receive photos, autographs and a Holland America Line branded sports bag filled with Mariners- and baseball-related items such as replica baseballs and a stuffed Moose.

Holland America Line Fan Appreciation Night

Holland America Line also is the presenting sponsor of the annual Fan Appreciation Night celebration at Safeco Field. Traditionally the final Friday home game of each season, Fan Appreciation Night celebrates the community support by loyal Mariners fans with prize drawings throughout the game. As part of its sponsorship, Holland America Line provides cruise giveaways at the F.A.N.

"The support we receive from Holland America Line has been an incredible part of our program over the past seven years," said Bob Aylward, executive vice president of corporate business for the Seattle Mariners. "The partnership has evolved to include a variety of outreach programs that impact so many different segments of our community, and we look forward to a successful season together."

Holland America Line also is the presenting sponsor of the seventh-inning stretch, as well as the named sponsor for the Seattle Mariners team poster giveaway and of each of 10 home stands on radio broadcasts and stadium billboards. Attendees can look for Holland America Line signage in Right Center Field and on Mariner Vision during Fan Grams.

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

Editor's note: Videos of the 2016 "Salute to Those Who Serve" program and other partnership photos are available at <https://www.cruiseimagelibrary.com/c/yjhmeccgu>.

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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 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 113-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 welcomed *ms Koningsdam* in 2016 and has a second Pinnacle Class ship, *ms Nieuw Statendam*, to be delivered in November 2018. A third Pinnacle Class ship, due for delivery in 2021, recently was announced.

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 onboard at an America's Test Kitchen show; 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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