



StreetWise Partners Honors Holland America Line President Orlando Ashford as the 2017 StreetWise Champion

March 29, 2017

Ashford celebrated for his dedication to helping individuals find their potential

Seattle, Wash., March 29, 2017 — Holland America Line's President Orlando Ashford was named the 2017 StreetWise Champion by StreetWise Partners at a 20th Anniversary Celebration breakfast Tuesday, March 28. During the event at The Metropolitan Club in New York City, Ashford was recognized for his commitment to working with low-income individuals in underserved areas to develop their workplace skills and realize their career potential.

The breakfast event brought together 300 corporate executives, philanthropists and community members who came to honor Ashford and share their commitment to StreetWise's mission. Ashford previously served on the board of directors of StreetWise Partners and is only the second StreetWise Champion honoree.

"Having served on the board of StreetWise Partners and witnessed the life-changing impact of the organization firsthand, I am deeply honored to be named the 2017 StreetWise Champion," said Ashford. "Travel opens up the world for people to experience other cultures, but there's still much to be done at home to help our fellow citizens stand on their own two feet. Organizations like StreetWise Partners touch the core of humanity and work to bridge this gap in society through support and opportunity."

About StreetWise Partners

StreetWise Partners is the only stand-alone mentoring program in the country that focuses on workforce development. StreetWise Partners' goal is to harness the mentoring resources of the private sector to reduce unemployment within the low-income communities of New York City and Washington, D.C.

Since 1997 the organization has served 3,000 mentees through the support of 7,000 volunteers. StreetWise Partners pairs business professionals with trainees who are unemployed to provide them the skills, resources and access to networks they need to secure and maintain employment. Annually the organization serves more than 300 trainees through the support of 1,000 volunteers and transitions graduates from a personal income of \$7,000 to \$30,000.

"Congratulations to Orlando on being selected as our StreetWise Champion this year," said StreetWise Partners Executive Director Shari Krull. "Since his time on the board of directors, Orlando has been committed to our cause and is a true champion of the work that we do, and no one is more deserving of this recognition."

StreetWise Partners' mentoring model is unique in that it is structured, curriculum-driven and outcome-focused. Each trainee is paired with one to two mentors for one year who help them build

confidence, gain skills and create strategies to secure a job and remain employed. For more information about StreetWise Partners visit StreetWisePartners.org.

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

Editor's note: Photos are available at <https://www.cruiseimagelibrary.com/c/fbdx6dwl>.

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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 is undergoing \$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 through an exclusive partnership with O, The Oprah Magazine; during an America's Test Kitchen show; at Explorations Café, powered by The New York Times; and by taking a 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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