



## **O, The Oprah Magazine Share the Adventure Cruise Set Sail Featuring Presentations by Oprah Winfrey, Gayle King and SuperSoul 100 Visionaries**

July 24, 2017

Seattle, Wash., July 24, 2017 — Holland America Line and *O, The Oprah Magazine* Share the Adventure Cruise set sail from Seattle to Alaska on July 15, 2017, bringing together some of the world's foremost visionaries for a week of O-mazing talks and activities aboard *ms Eurodam*.

Throughout the week guests took part in morning meditation with yoga instructor Sara Ivanhoe and explored eating well with Impatient Foodie founder Elettra Wiedemann. *O, The Oprah Magazine* editor in chief Lucy Kaylin and editor at large Gayle King shared a peek behind the scenes of the award-winning magazine, explaining how they bring the pages to life. Kaylin and books editor Leigh Haber each led conversations with Pulitzer Prize-winner and New York Times bestselling author Elizabeth Strout for the first-ever *O*'s Reading Room, and creative director Adam Glassman shared fashion trends and practical styling tips on how to dress your best.

Three SuperSoul 100 members brought an incredible energy on board with their motivating and memorable stories. Guests journeyed into the worlds of fitness evangelist and motivational coach Angela Davis; best-selling author and [Momastery.com](http://Momastery.com) founder Glennon Doyle; and singer, songwriter and storyteller India.Arie.

Programming highlights:

**Oprah Winfrey Presents on The Mainstage:** After viewing scenic Glacier Bay, Oprah Winfrey took to Eurodam's Mainstage to host A Conversation with Oprah. Speaking at two full-house engagements, Winfrey shared her journey to success, her self-proclaimed Year of Adventure and the desire for this cruise to be the start of something meaningful for those on board. "We are in the business of trying to expand the way people see themselves and their lives, and that's what travel does," explained Winfrey. "I want it to be more than just a trip. I want it to be the start of something big that started with this adventure of a lifetime that fuels and feeds in a way that is grand and deep and wide." King later joined Winfrey on stage for a candid and entertaining chat while answering audience questions.

**The Making of *O* with Lucy Kaylin and Gayle King:** King and Kaylin took guests behind the scenes of *O, The Oprah Magazine*. They spoke about how the magazine came to be 17 years ago and shared some of Oprah Winfrey's favorite (and not so favorite) covers. Videos took guests into the publication's office in New York, showed a day in the life of King and introduced some of the editorial staff.

**SuperSoul 100 Member Angela Davis:** Fitness evangelist Davis had guests on their feet and moving to her empowering words during a spiritually enriching performance. The SuperSoul 100 member made emotional connections while promoting change from within with inspiring mantras including "Stop cheating your future with your past" and "What's in front of you is greater than what's behind you."

**SuperSoul 100 Member India.Arie:** Grammy Award-winning singer, songwriter and self-proclaimed soulbird India.Arie took to The Mainstage for her SongVersetion performance that intertwined the power of words with the power of song. Her mantra, "Break down, break through, break the shell, elevate and fly," resonated through her music as she shared stories of her path in life and moved guests to find peace in their daily lives.

**SuperSoul 100 Member Glennon Doyle:** Love Warrior Doyle took guests on an enlightening journey through her life that led from addiction to recovery and how she became a voice for universal truth. With her belief that we're all here for one reason, and that is to love and be loved, Doyle expressed profound sentiments including, "We do not get evicted from a life unless there is a truer life that we're supposed to walk into."

**Love That! with Adam Glassman:** In partnership with Chico's, Glassman hosted a style presentation on The Mainstage that revealed his tips, tricks and secrets for essential pieces that everyone needs in their closet. Following the talk, Glassman met

guests in the ship's retail shops where he shopped with them, offering advice on the fashions that work best for each person.

**O's Reading Room with Elizabeth Strout:** Kaylin and books editor Leigh Haber each led conversations with Pulitzer Prize-winner and *New York Times* bestselling author Elizabeth Strout for the first-ever O's Reading Room. Strout talked of her latest novel, *Anything Is Possible*; reflected on her childhood in Maine and how it influenced her writing; and offered advice to aspiring writers.

**Just Breathe! with Sara Ivanhoe:** Early each morning, Ivanhoe led more than 200 guests on a path of yoga and meditation around the Lido Pool. Her daily intentions encouraged guests to become present with themselves and those around them.

**Let's Eat! with Elettra Wiedemann:** Impatient Foodie founder Wiedemann revealed her path to healthy eating as a model looking to find foods she enjoyed. Whether offering an alternative to pasta or a red meat substitute, Wiedemann aspires to teach people how to make mouthwatering food in buzz-feed time.

**On Deck for a Cause:** While sailing to Victoria, British Columbia, breast cancer survivor Jayne Jamison (Senior Vice President/Publisher and Chief Revenue Officer, *O, The Oprah Magazine*) led more than 150 walkers on a non-competitive 5K walk on deck to help raise awareness and funds for cancer research. Holland America Line, *O The Oprah Magazine*, and cruisers raised more than \$10,500 for five international cancer organizations.

"The first cruise in our partnership with *O, The Oprah Magazine* was tremendous; the energy and inspirational atmosphere on *Eurodam* was felt by all and truly something special," said Orlando Ashford, president of Holland America Line. "The incredible caliber of talent and performances on the Share the Adventure Cruise exceeded expectations, and we leave this week with a lifetime of memories and lessons on how to live your best life."

The July 15 cruise was the first of several special cruises with Holland America Line and *O, The Oprah Magazine*. Four additional Adventure of Your Life cruises with SuperSoul 100 Members (to be announced) will set sail as follows:

- November 29, 2017 – 11-Day Southern Caribbean Wayfarer roundtrip from Fort Lauderdale on *ms Koningsdam*.
- March 3, 2018 – 7-Day Tropical Caribbean roundtrip from Fort Lauderdale on *ms Nieuw Amsterdam*.
  - August 11, 2018 – 7-Day Alaska roundtrip from Seattle on *ms Eurodam*.
- October 28, 2018 – 7-Day Eastern Caribbean roundtrip Fort Lauderdale on *ms Nieuw Amsterdam*.

In addition, more than 300 Holland America Line cruises sailing from North America from August 2017 through 2018 will offer a variety of engaging activities developed with the magazine's editors and designed to nourish body and soul.

For more information, contact a travel professional, call 1-877-SAIL HAL ([1-877-724-5425](tel:1-877-724-5425)) or visit [hollandamerica.com](http://hollandamerica.com).

**Editor's note:** Photos and b-roll video are available at <https://www.cruiseimagelibrary.com/c/xwmfxaip>.

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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](http://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 December 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 presented 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 comprising world-famous chefs who design dishes exclusively for our guests.

#### **About *O, The Oprah Magazine***

*O, The Oprah Magazine* (oprah.com/omagazine) encourages confident, intelligent women to reach for their dreams, express their individual style and make wise choices, guided by the values of one of the most charismatic women in the world, *O* editorial director Oprah Winfrey. With an emphasis on personal growth, the magazine inspires, addressing every aspect of a woman's life — the material, the intellectual and the emotional — and deeply connects with more than 18 million consumers every month (MRI, Spring 2016, Comscore multi-platform, December 2016). From the moment it launched, *O, The Oprah Magazine* carved out a unique position in the marketplace and created an entirely new category in women's magazines, delivering the Live Your Best Life message through thoughtful, ever-evolving content and the trusted advice provided by well-known experts. Throughout the years, *O, The Oprah Magazine* has been recognized with the publishing industry's highest honor, winning multiple American Society of Magazine Editors (ASME) awards. Follow *O, The Oprah Magazine* on Twitter @O\_Magazine and Instagram at @OprahMagazine.

*O, The Oprah Magazine* is a co-venture between Harpo Print, LLC and Hearst Magazines, a unit of Hearst, one of the nation's largest diversified media and information companies. With 21 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation (AAM 2H 2016), reaching 77 million readers (Fall 2016 MRI/GfK) and 80 million site visitors each month (comScore), with a social media following of 117 million.

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