



AIDA sends SOS Children's Village charity check on its travels

November 28, 2017

Cruise company supporting SOS Children's Village of Iloilo in the Philippines with 6,000 euros raised from sales of its "Hand Towel-Origami" book

For more than ten years AIDA Cruises has already been supporting the work of SOS Children's Village (SOS-Kinderdorf) in worldwide projects for disadvantaged children. Revenue from the sales of the book "CREATIVE – Fold the most beautiful hand towel animals" in which the cruise provider has collected ideas for artfully folded zoo creatures, is also benefiting children and adolescents. On board AIDAprima, the crew under Director Hotel & Guest Services Marc Spingler have sent a charity check for the proud sum of 6,000 euros on its journey to the Iloilo SOS Children's Village in the southeast of the Philippine island of Panay.

"We are delighted to have reliable partners like AIDA at our side. With this financial support we can continue to relieve need in the world's fifth largest island nation," says Elke Tesarczyk, Head of Marketing, SOS-Kinderdorf e.V.

"AIDA Cruises already has firm personal ties with the Iloilo SOS Children's Village and the Philippines, not least because many of its Housekeeping crew members come from the region," says Marc Spingler. "With the revenue of one euro per copy of the book sold, we would like to give the children there hope now and tomorrow, and level their path to a better future."

The 84-page book "Hand Towel-Origami" with clear photo tips on how to make the figures, is available from the AIDA Online Shop for 12.95 euros (RRP). So that the cuddly toys look truly lifelike, the book also contains stick-on eyes. Fluffy AIDA Floringo terry towels are also available as a six-piece set for 65 euros (RRP). These high-quality gym, sauna and hand towels in yellow or orange are exceptionally hard-wearing and strongly made, and the colors will stand up to boiling and washing.

About SOS Children's Village

Hermann Gmeiner founded the world's first SOS Children's Village in Imst, Tyrol in 1949. His idea: every abandoned child in need should once again have a mother, siblings, a house and a village where they can grow up with a sense of security like other children. These four principles gave birth to a worldwide organization that is mainly financed through private donations. In what are currently 567 SOS Children's Villages in over 130 countries, children are given new and safe homes. Apart from the SOS Children's Villages there are also around 2,300 SOS projects such as kindergartens, schools, youth facilities, training and social centers, health posts, emergency projects, and SOS family help which can also be used by those in the neighborhood of the SOS Children's Villages.

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