



## American Cancer Society Holds Annual A Toast to Life Fundraiser Luncheon Aboard Holland America Line's Eurodam in Seattle

June 29, 2018

*On Deck for a Cause partner raises funds during luncheon to fight cancer*

Seattle, Wash., June 29, 2018 — Holland America Line hosted American Cancer Society's annual A Toast to Life fundraiser luncheon Saturday, June 23, at the Port of Seattle aboard *Eurodam*.

The American Cancer Society is a partner of Holland America Line through its "On Deck for a Cause" onboard fundraising initiative where guests can participate in a walk around the deck on every cruise, helping to support cancer research. On Deck for a Cause benefits five international cancer organizations, including the American Cancer Society.

"Holland America Line is deeply committed to partnering with organizations like the American Cancer Society to help raise funds that will save lives and help eradicate cancer," said Orlando Ashford, president of Holland America Line. "Too many people have been affected by cancer, and through our partnerships and On Deck for a Cause program, hopefully one day soon we'll be able to say we helped find a cure."

During the luncheon on *Eurodam*, attendees were invited to a presentation in the ship's main lounge where they heard about upcoming American Cancer Society initiatives and listened to a story from a cancer survivor.

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 ships, with proceeds distributed among the American Cancer Society, Canadian Cancer Society, Cancer Council Australia, Cancer Research UK and KWF Kankerbestrijding (Dutch Cancer Society). Holland America Line guests and employees of the company have raised more than \$5 million for cancer support through "On Deck" programming since it began in 2006.

### About The American Cancer Society

American Cancer Society (ACS) is a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem. The American Cancer Society's Community Health Advocates implementing Nationwide Grants for Empowerment and Equity (CHANGE) Grant Program builds community and system capacity to promote health equity, access and navigation to screening resources within underserved communities.

CHANGE grants serve as a catalyst for partners to implement and sustain interventions to effectively engage and mobilize patients; and implement systems and policies that are essential to increasing access to timely cancer screenings. The Society has awarded nearly 350 grants since 2011 and grant recipients are making amazing impact! Grant recipients represent community health centers, community-based organizations, academic medical centers, breast and cervical cancer early detection programs, Indian Health Service health centers and faith-based organizations.

In Washington state, ACS has offices in Seattle, Spokane, Tacoma, and Everett. Currently, the American Cancer Society is funding 21 local research grants representing the best and brightest of Washington state (including the University of Washington and Fred Hutchinson Cancer Research Center) conducting groundbreaking cancer research. Through 2017, ACS provided Washington residents with more than 5,200 rides to treatment and other cancer-related appointments through the Road To Recovery program, and more than 1,400 free or reduced nights with hotel partners. Patient navigators helped guide more than 1,400 newly diagnosed, underserved Washington cancer patients to overcome barriers to care. For more information, visit [cancer.org](http://cancer.org).

"Holland America Line has become one of our most trusted community partners in the fight against cancer," said Becca McMillan, senior director, corporate relations for the American Cancer Society of Washington. "Every year, Holland America raises funds and awareness and is fully engaged with us to eliminate cancer from the world. Then they give us a gift of a beautiful luncheon on one of their stunning cruise ships to help thank our volunteers and sponsors. We are truly grateful for their support."

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

**Editor's note:** Photos are available at <https://www.cruiseimagelibrary.com/c/fuwin5ab>.

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Find Holland America Line on [Twitter](#), [Facebook](#) and the [Holland America Blog](#). Access all social media outlets via 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, Cuba cruises and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada and New England, Bermuda, Europe and the Panama Canal. The line welcomed *Koningsdam* in 2016 and has a second Pinnacle-class ship, *Nieuw Statendam*, to be delivered in December 2018. A third Pinnacle-class ship will be delivered in 2021.

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.

ACSSeattleLunch18

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