



## Holland America Line Tops \$4.3 Million Donated for Cancer Support

February 4, 2015

### 'On Deck' events on every cruise raise funds for the global fight against cancer

SEATTLE, Feb. 4, 2015 /PRNewswire/ -- In honor of World Cancer Day, Holland America Line is proud to announce that to date, the guests and employees of the company have raised more than \$4.3 million for cancer support through "On Deck" programming that began in 2006. Currently, the "On Deck for a Cause" program benefits six international cancer organizations located in the United States, Canada, Australia, Netherlands, Germany and United Kingdom.

On Deck for a Cause invites guests to participate in a noncompetitive 5k fundraising walk on every sailing aboard each of the line's 15 ships, with proceeds distributed among the American Cancer Society, Canadian Cancer Society, Cancer Council Australia, Cancer Research UK, Deutsche Krebshilfe (German Cancer Aid) and KWF Kankerbestrijding (Dutch Cancer Society).

"Giving back is part of our corporate culture at Holland America Line, and On Deck for a Cause allows our guests and employees to join together and make an impact for an important cause that touches us all," said Orlando Ashford, president of Holland America Line. "To have surpassed \$4.3 million is a huge milestone for our On Deck program, and with fundraising walks happening every cruise – more than 500 cruises a year – we are looking forward to raising even more to help fight cancer."

Guests of all ages are invited to donate \$20 to the Holland America Line Foundation. On a day at sea, participants join in a 5k walk around the ship's decks. Guests may walk less or not at all, as they prefer. Participants also receive an On Deck for a Cause T-shirt, wristband and a reception following the walk. Depending on the ship, the distance to reach 5k ranges from nine to 12 laps.

In 2015, more than 500 On Deck for a Cause events will be held across the Holland America Line fleet, with walks taking place globally on cruises to the Mediterranean, Caribbean, South Pacific, Alaska's Inside Passage, Mexico, Asia, the Baltic, Australia, New Zealand, Antarctica and South America.

### Holland America Line Committed to Corporate Giving in Many Forms

Each year Holland America Line hosts more than 25 shipboard charity luncheons for nearly 5,000 guests in its homeport cities. In addition to the luncheons and events, Holland America Line and its corporate foundation's charitable-giving programs include 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 about Holland America Line, contact a travel professional or call 1-877-SAIL-HAL (1-877-724-5425) or visit [www.hollandamerica.com](http://www.hollandamerica.com).

**Editor's note:** Photographs are available at <http://www2.cleanpix.com/cleanpix/portal/WBZB-40w-7wc>.

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 [www.hollandamerica.com](http://www.hollandamerica.com).

### About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line's fleet of 15 ships offers more than 500 cruises to 415 ports in 98 countries, territories or dependencies. One- to 110-day itineraries visit all seven continents and highlights include Antarctica, South America, Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to ports in the Caribbean, Alaska, Mexico, Canada/New England, Europe and Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in February 2016 from Fincantieri shipyard, as well as a second Pinnacle Class ship due for delivery in November 2018.

Fleetwide, the company features Signature of Excellence enhancements, a commitment totaling more than \$500 million, that showcase the Culinary Arts Center presented by Food & Wine magazine — a state-of-the-art onboard show kitchen where more than 60 celebrated guest chefs and culinary experts provide cooking demonstrations and classes — Explorations Cafe powered by The New York Times, Digital Workshop powered by Windows, teens-only activity areas and all new stateroom amenities highlighted by flat-panel TVs and plush Euro-top Mariner's Dream Beds.

### World's Leading Cruise Lines

Holland America Line is a proud member of World's Leading Cruise Lines. Our exclusive alliance also includes Carnival Cruise Lines, Cunard Line, Princess Cruises, Seabourn, Costa Cruises, AIDA, P&O Cruises UK and P&O Cruises Australia. Sharing a passion to please each guest and a commitment to quality and value, World's Leading Cruise Lines inspires people to discover their best vacation experience. Together, we offer a variety of exciting and enriching cruise vacations to the world's most desirable destinations. Visit us at [www.worldsleadingcruiselines.com](http://www.worldsleadingcruiselines.com).

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