



## **B.B. King's Blues Club to Rock the Queen's Lounge Stage on Holland America Line's new ms Koningsdam**

March 19, 2015

### **Eight ships in the fleet will now feature the music and sounds of Beale Street**

SEATTLE, March 19, 2015 /PRNewswire/ -- When Holland America Line's *ms Koningsdam* sails in spring 2016, guests will be able to let the good times roll in B.B. King's Blues Club -- making it the eighth ship in the fleet to feature the Memphis music experience.

Direct from Beale Street, the B.B. King All-Star Band -- an eight-piece group featuring two vocalists backed by rhythm and horn sections -- brings the best of the city's music to sea. From funky and fast to soulful and smooth, the band performs six nights a week in the Queen's Lounge. During performances, the venue evokes the atmosphere of their namesake clubs on land with images of the legendary blues guitar legend. Exclusive specialty cocktails from the land-based clubs also are served, featuring the tasty, rum-based Lucille and Rock Me Baby concoctions.

"From the moment we introduced B.B. King's Blues Clubs, they became an instant hit and guest favorite, and we're excited to make it a permanent feature on our newest ship," said Orlando Ashford, president of Holland America Line. "Koningsdam is going to feature a wide variety of entertainment options and having music of this caliber is another way we're standing out when it comes to the guest experience."

B.B. King's Blues Club will be part of the new Music Walk complex on *ms Koningsdam* that will centralize the ship's musical offerings and partnerships, which include Billboard Onboard and Lincoln Center Stage.

In addition to *Koningsdam*, B.B. King's Blues Club is featured on *ms Eurodam*, *ms Noordam*, *ms Nieuw Amsterdam*, *ms Oosterdam*, *ms Westerdam* and *ms Zuiderdam*. When the show sails on *ms Rotterdam* in April 2015, the band will perform in the Crow's Nest on a newly redesigned stage.

"We knew early on that our partnership with Holland America Line was a huge hit, and by putting B.B. King's Blues Club on *Koningsdam* more guests will enjoy our unique sound that feeds the soul," said Tommy Peters, B.B. King's Blues Clubs' president. "We are honored and excited that the show has continued to expand from one ship to finding a home on eight ships in the fleet."

### **About *ms Koningsdam***

Currently under construction at Fincantieri's Marghera shipyard in Italy, *Koningsdam* represents a new Pinnacle Class of ship for Holland America Line. When it sets sail on its Premier Voyage April 8, 2016, the vessel will debut several innovative concepts and new public venues while still featuring popular amenities guests associate with Holland America Line.

Guests will have the opportunity to enjoy fine dining in several alternative restaurants including Sel de Mer, a new French seafood brasserie; a new immersive farm-to-table dinner experience in the Culinary Arts Center presented by *Food & Wine* magazine; a re-designed casual Lido Market with themed serving stations; a stunning main dining room; and favorites such as Pinnacle Grill, Canaletto Italian restaurant and pan-Asian Tamarind. The ship also will feature Holland America Line's first purpose-built staterooms for families as well as single staterooms among its 1,331 guest accommodations.

Entertainment is taken to a new level with the energetic Music Walk area featuring all genres of music showcased in venues including Lincoln Center Stage performing chamber music nightly; Billboard Onboard where live musicians rock the crowd with chart-topping hits; and the popular B.B. King's Blues Club in the Queen's Lounge bringing the best of Memphis music to sea. World Stage brings 270-degree LED projection to the main showroom, enabling new concepts for showtime performances and immersing the audience in a panorama of sight and sound.

To bring a fresh vision to *Koningsdam*, Holland America Line tapped Adam D. Tihany, one of the world's pre-eminent hospitality designers. Tihany joins distinguished maritime designer and architect Bjorn Storbraaten, who worked with the cruise line on *Eurodam* and *Nieuw Amsterdam*. The two firms will create an interior that blends a fresh, contemporary styling in perfect harmony with the line's renowned classic elegance.

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:** Renderings and video are available at <http://www2.cleanpix.com/cleanpix/portal/W1tpT-YdE-Pce>.

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### **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 spring 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.

**About B.B. King's Blues Club**

Created and named after the reigning king of the blues and recording artist for more than four decades, B.B. King's Blues Club is a supper club-style restaurant. B.B. King's offers a perfect blend of some of the finest live music and a variety of the South's most delicious comfort foods influenced by flavors from New Orleans all the way to the Mississippi Delta. For more information or to make a reservation, please visit [www.bbkingclubs.com](http://www.bbkingclubs.com).

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