



## **AIDA's Advent calendar sets the stage for its "20 Years of AIDA" anniversary with pre-Christmas surprises**

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AIDA's current Advent calendar offers twice the usual anticipation. Christmas is coming up and next year will be fully dedicated to the "20 Years of AIDA" anniversary. That is why the crews of the ten AIDA ships have come up with a special pre-Christmas surprise for this year's advent calendar. Each of the 24 doors of the online calendar reveals a short video with Christmas greetings to the guests, reports about the event preparations on board or exciting glimpses into the world of AIDA.

When opening each of the calendar doors, there isn't just a growing anticipation of the next short Advent video – the chance to win a great prize increases as well. Each video clip is provided with a letter. These have to be collected and joined into the right word for the solution. The right submissions are then entered into a prize-drawing, which includes such rewards as an AIDA cruise. It's worth participating – with AIDA, you are ready for Christmas.

The doors can be opened on all computers and mobile end devices such as tablets or smartphones at [www.20JahreAIDA.de](http://www.20JahreAIDA.de).

With this year's Advent calendar, Germany's largest cruise line AIDA Cruises is also ringing in the anniversary year "20 Years of AIDA." The first new ship for AIDA (now AIDAcara) was christened in Rostock by Christiane Herzog on June 7, 1996.

As early as 1999, two additional newbuilds were ordered from Aker MTW in Wismar. In 2002, AIDAcara welcomed its first sister: AIDAvita was christened on May 4 by Doris Schröder-Köpf. One year later, on April 12, 2003, top model Heidi Klum became the godmother for AIDAaura. In 2004, the first newbuilding order was awarded to the Meyer Werft shipyard in Papenburg. Seven ships in the second AIDA generation were put into service in a unique new building series between 2007 and 2013.

This anniversary year, Germany's largest cruise line AIDA Cruises is starting a new chapter: The new flagship AIDAprima will be christened in Hamburg in 2016. From April 30, 2016, the Hanseatic city will be the start and end point for AIDAprima's seven-day round trips to the metropolises of Western Europe.

Further information about the company and bookings at [www.aida.de](http://www.aida.de), at travel agencies or the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

AIDA Cruises

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