



## **AIDA Cruise & Help offers “Anchor Point” for aid to Ukraine**

April 13, 2022

Making a difference together – according to this motto, employees of the AIDA Customer Center and AIDA Cruises are getting involved in helping refugees in light of the current circumstances in Ukraine. The focus of the initiative is on collecting and distributing donations in kind. At the "Anchor Point" at AIDA, people affected can cover their daily needs, from clothing and household goods to children's and hygiene articles. The port of call welcomes Ukrainian refugees three days a week, on Tuesdays, Fridays, and Saturdays. Within the opening days so far, more than 1,000 people have already accepted this offer. The Rostock-based cruise operator's range of assistance is now spread over around 700 m<sup>2</sup> of office space in the AIDA Customer Center.

"On board the AIDA fleet as well as ashore, we prove every day that people of diverse origins and cultures can live and work together harmoniously. Our community of crew, guests as well as the inhabitants of our global destinations is based on open-mindedness, tolerance, and respect. Here at our Rostock site, we want to send a strong signal for solidarity and humanity in difficult times and offer refugees a safe haven," says AIDA President Felix Eichhorn, describing the commitment of his employees.

Donations in kind can be dropped off Monday through Sunday between 10 a.m. and 5 p.m. at the AIDA "Anchor Point" (address: AIDA Customer Center, Am Strande 4, 18055 Rostock). There is strong demand for all everyday items such as hygiene articles, household goods including cutlery and crockery, toys, bicycles, electrical appliances, and clothing in all sizes.

The close cooperation with local associations and organizations also enables direct networking with affected in the region. Galina Kaye, board member of the German-Ukrainian Cultural Center Rostock highly appreciates the commitment of the shipping company as well as its employees: "We are very happy about the important initiative by AIDA in view of the great need among those affected. This humanitarian aid is not only needed acutely, but also in the future, and while many contact points are already reducing their commitment again, AIDA is ensuring more long-term support for the refugees."

In addition to colleagues from AIDA and from the AIDA Customer Center who organize themselves for the "Anchor Point" during and beside their working hours, there is also support from outside the company. Schoolchildren have already been involved in sorting newly arrived donations in kind, and pharmacies, for example, have provided articles for daily use.

Rostock, April 13, 2022

At a glance:

- "Anchor Point" at the AIDA Customer Center, Am Strande 4, 18055 Rostock.
- contact for those seeking help and supporters: [ankerpunkt@aida.de](mailto:ankerpunkt@aida.de)
- receiving of donations in kind Monday to Sunday from 10 a.m. to 5 p.m.
- donation distribution each Tuesday and Friday, 10 a.m. to 1 p.m., Saturday, 11 a.m. to 3 p.m. (holidays excluded)