



Strong partnership: AIDA supports the Kindergarten "Kinderwelt" in Rostock

June 27, 2022

AIDA Cruises is one of the most popular employers in Germany. Employees benefit from many advantages that enrich their professional and private lives. AIDA is also a supportive employer when it comes to the interaction of family and career and cooperates with kindergartens and daycare centers in the region to provide places for employees' children.

Kalis Kinderwelten GmbH, the sponsor of the Rostock Kinderwelt cooperative daycare center, celebrated its 30th anniversary last weekend with a big summer party. Since many of the employees' children currently attend the kindergarten in Patriotischer Weg, the support and good cooperation with Kita Kinderwelt is particularly important for AIDA. In addition to numerous monetary donations, which were used both for the renovation of the facility and the purchase of playground equipment, the Rostock-based company continuously supports with donations in kind as well as campaigns, such as the Kita-Kids Day on board the AIDA ships.

On the occasion of the summer party of Kita Kinderwelt in Rostock, Steffi Heinicke, Senior Vice President Guest Experience & OBR AIDA Cruises, presented a donation check in the amount of 8,500 euros to Kita director Ines Kriegisch. "Supporting and promoting children is absolutely close to our hearts. As a company, we see it as our social responsibility to prepare the next generation for the future in the best possible way. As a long-term and strong partner of Kalis Kinderwelten GmbH and especially of Kita Kinderwelt, we would like to say thank you today for the good care you provide," said Heinicke.

Thanks to the donation, about 200 girls and boys from daycare to preschool age can now look forward to a long-awaited water mud system. Other surprises awaited the guests at the summer party: With non-alcoholic beverages from the AIDA fleet that whet the appetite for more and the AIDA mascot Dodo to entertain the big and small fans. In front of the AIDA photo wall, guests could also immortalize themselves on a souvenir photo.

Since 2019, the company has bundled its social and cultural activities under the umbrella of the charitable initiative AIDA Cruise & Help. With the support of guests and crew, numerous schools have already been built in developing and emerging countries, which greatly improve the future prospects of local children. More information about AIDA Cruise & Help and details on how to donate are available online at www.aida.de/cruiseandhelp.

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