



## **AIDA Cruises expands its cooperation with Kiel-based bicycle manufacturer my Boo**

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*With the purchase of 1000 new bamboo bikes, the cruise company is supporting local value creation and educational projects in Ghana*

A bike tour on the Easter Islands or exploring the eternal city of Rome by e-bike: bike excursions are very popular with AIDA guests. Following the successful launch of the collaboration with my Boo in fall 2019, AIDA Cruises is stepping up its commitment and equipping the AIDA fleet with a total of 1092 bamboo bikes from the Kiel-based bicycle manufacturer for the first time this year. It all started with AIDAnova. On April 6, 2024, the biking crew in Hamburg took delivery of 126 new cross bikes and e-bikes. As part of the regular changeover, all other ships in the AIDA fleet will gradually be equipped with bikes from my Boo, with between 84 and 126 e-bikes and cross bikes depending on the ship class.

"Our guests have already had many positive experiences with the bamboo bikes produced for AIDA in Kiel and Ghana. We are delighted to be able to offer excursions with bikes from my Boo on all AIDA ships in the future. By expanding our cooperation, which started already in 2019, we are also supporting the commitment of our partners in Ghana to promote local jobs and sustainable value creation. ", says Frank Bönsch, Vice President Guest Commerce at AIDA Cruises.

### **Climate-friendly transportation & support for social projects**

AIDA currently offers cycling excursions in 241 ports in 93 countries: From Antigua to Cyprus, from A for Aarhus to Z for Zeebrugge, AIDA guests can explore the diverse landscapes and most beautiful cities around the globe by bike and e-bike. By choosing a bicycle as an environmentally friendly mode of transportation during their shore excursions, AIDA guests actively contribute to reducing their personal CO2 footprint.

At the same time, guests are cycling with the bamboo bikes for a good cause: the young Kiel-based business my Boo supports social projects in Ghana with the proceeds. By selling the bikes, the company finances and runs its own school, which currently has more than 500 pupils, and at the same time creates secure and fairly paid jobs. Over 30 young people have already been given a permanent job with prospects.

Further information about the AIDA Cruises excursion program can be found at <https://aida.de/erlebnisse/fitness/an-land>.