



## **Holland America Line Partners with Seattle Mariners to Honor US Military Service through 'Salute to Those Who Serve' and to help Strike Out Cancer with 'K's for Kids'**

June 30, 2016

*Hometown Cruise Line Supports Community Outreach Programs and Seattle Mariners*

Seattle, Wash., June 30, 2016 — Through an expanded partnership with the Seattle Mariners, Seattle's hometown cruise line is now the presenting sponsor of the "Salute to Those Who Serve" on-field recognition program honoring some of the men and women of the United States Military. And for the third season in a row, each strikeout thrown by a Seattle Mariners pitcher during a home game earns a donation from the cruise line to Seattle Children's Hospital under the "Holland America Line K's for Kids" program.

"Holland America Line is proud of our ongoing partnership with the Seattle Mariners, and this season we've increased our support of their community outreach programs," said Orlando Ashford, president of Holland America Line. "Our two organizations share a like-minded commitment to giving back in the region, and together we can continue to make a difference in our community."

For the past six years, Holland America Line and the Mariners have maintained a partnership that, in addition to a corporate sponsorship, has included community-based programs. The cruise line will continue to sponsor Get Well Tours with visits to area hospitals by Mariners players, "K's for Kids" benefitting Seattle Children's Hospital and add a new component with the "Salute to Those Who Serve" recognition event.

### **'Holland America Line K's for Kids' Donation Program**

Under the "Holland America Line K's for Kids" program, for each strikeout recorded by a Mariners pitcher at a home game throughout the season, the cruise line will make a cash donation to Seattle Children's Hospital. In 2015, Ashford recognized the Mariners strikeouts at home by presenting a check to the hospital for \$25,000 on Fan Appreciation Night.

### **"Salute to Those Who Serve" Military Program**

At 26 Mariners home games this season, the "Salute to Those Who Serve" program will honor some of the men and women from various branches of the United States Military. During Friday and Sunday games, a member of the military (active, reserve, veteran or retired) is recognized on-field for his or her service to our country. Each honoree will receive four tickets and one parking pass to the game. Holland America Line is the presenting sponsor of this program.

### **Holland America Line Get Well Tours**

Holland America Line is the presenting sponsor of the Seattle Mariners Get Well Tours, which includes visits to area hospitals by Mariners players and the Mariner Moose. During these visits children and veterans receive photos and autographs and a Holland America Line branded sports bag filled with Mariners- and baseball-related items such as replica baseballs and a stuffed Moose.

## Holland America Line Fan Appreciation Night

Holland America Line is also the presenting sponsor of the annual Fan Appreciation Night celebration at Safeco Field. Traditionally the final Friday home game of each season, Fan Appreciation Night celebrates the community support by loyal Mariners fans with prize drawings throughout the game. As part of its sponsorship, Holland America Line provides cruise giveaways at the F.A.N.

"Holland America Line has been a tremendous supporter over the past six years," said Bob Aylward, executive vice president of corporate business for the Seattle Mariners. "We are proud to continue our relationship and expand our community outreach partnership to serve the community we all call home."

In addition to several community outreach programs, Holland America Line is also the presenting sponsor of the seventh-inning stretch, as well as the named sponsor for the Seattle Mariners team poster giveaway and of each of 13 three- to 10-game home stands on radio broadcasts and stadium billboards. Attendees also can look for Holland America Line signage in Power Alley and on the video board during Fan Grams.

For more information about Holland America Line, consult a travel professional, call 1-877-SAIL HAL (877-724-5425) or visit [hollandamerica.com](http://hollandamerica.com).

**Editor's note:** Videos of the "Salute to Those Who Serve" program are available at <https://www.cruiseimagelibrary.com/c/yjhmeccgu>.

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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 14 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 115-day itineraries, the company's cruises visit all seven continents with highlights including Antarctica explorations, South America circumnavigations and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada/New England, Bermuda, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, delivered in April 2016, as well as a second Pinnacle Class ship, *ms Nieuw Statendam*, due for delivery in November 2018.

The company recently announced \$300 million in brand enhancements to secure its position as the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge on board at the Culinary Arts Center, presented by *Food & Wine* magazine; Explorations Café, powered by The New York Times; and Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council that comprises world-famous chefs who design dishes exclusively for our guests.

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