



Holland America Line President Orlando Ashford Honored with Bethune-Cookman University Leadership Award

November 4, 2016

Seattle, Wash., Nov. 4, 2016 —Holland America Line President Orlando Ashford was honored by Bethune-Cookman University at the fourth annual Mary McLeod Bethune Legacy Awards Gala in Daytona Beach, Florida, Wednesday, Oct. 20, 2016. Ashford, who received the Leadership Award, was recognized for his dedication and continuous contribution to education and the community.

During the ceremony, Ashford was among five honorees who also included Florida State Sen. Arthenia L. Joyner, Bethune-Cookman University Trustees Dr. Nelson Adams, Dr. Jacob F. Bryan and Mr. Rufus Wilson.

"I am humbled by the recognition bestowed upon me by Bethune-Cookman University, and it is a privilege to be honored among such a distinguished group of recipients," said Ashford. "I am a firm believer that education is at the core of building our future and preparing leaders who will create a brighter tomorrow. Supporting education is just a small way I can make an impact, and thank you to Bethune-Cookman for acknowledging those efforts."

About Bethune-Cookman University

Founded in 1904 by Dr. Mary McLeod Bethune, Bethune-Cookman University (B-CU) today sustains her legacy of faith, scholarship and service through its relationship with the United Methodist Church and its commitment to academic excellence and civic engagement. B-CU offers 38 degrees on its main campus and online college. Located in Daytona Beach, Florida, B-CU is one of three private, historically black colleges in the state of Florida. The institution boasts a diverse and international faculty and student body of nearly 4,000. For more information, visit cookman.edu.

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

Editor's note: Photos are available at <https://www.cruiseimagelibrary.com/c/s71pm42z>.

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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 onboard at an America's Test Kitchen show; 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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