



Mojib Latif enthuses AIDA guests with his dedication to climate protection

March 2, 2017

AIDA's marine and climate protection expert on board as a guest lecturer

As part of the event series "Celebrities read," the marine and climate protection expert Mojib Latif has been on board AIDAsol since February 26, 2017.

On the seven-day cruise around the Canary Islands, guests still have a chance to see Latif in exciting readings and talks until March 5, 2017. The dedicated marine and climate protector reads from his book "The End of the Oceans" ("Das Ende der Ozeane"), among other things. In a talk moderated by Dr. Monika Griefahn, Chief Sustainability Officer at AIDA Cruises, guests also receive fascinating insights into the subject of marine and climate protection and how climate change can be limited.

"I feel very welcome on board. I want to make it clear to the guests how unique our world is. We have to live differently on our planet and manage to make more intelligent use of our limited resources," says Latif.

AIDA guests will once more be able to enjoy highly varied entertainment at sea in 2017. It is not only the ship and the destinations that define an AIDA vacation cruise, but also the multi-award-winning on-board entertainment program. Well over 20 well-known presenters, actors and best-selling writers from the movies, television and theater will be captivating guests on board during 2017 with their entertaining, exciting, amusing, and moving readings. They include TV presenter Bettina Tietjen, the award-winning crime thriller and screenplay writer Elisabeth Hermann, best-selling writer and singer Hera Lind, and NDR Talkshow presenter and producer Hubertus Meyer-Burkhard.

Further information about AIDA vacation world offers is available at travel agencies, on www.aida.de/aidaplus or at the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

CAPTION (from left to right) Volker Baumgart (Captain AIDAsol), Dr. Monika Griefahn (Chief Sustainability Officer AIDA Cruises), Mojib Latif (AIDA marine and climate protection expert), Janine Drynda (Entertainment Manager AIDAsol)

Rostock, Thursday, March 2, 2017

About Mojib Latif

Mojib Latif (60) is the director of the research field of ocean circulation and climate dynamics at the GEOMAR Helmholtz Center for Ocean Research in Kiel. Among other things, he is a member of the Academy of Sciences in Hamburg, the German Club of Rome Association, and chairman of the German Climate Consortium. In 2001 and 2007, he was co-author of the reports of the IPCC (Intergovernmental Panel on Climate Change). He has been a professor at the University of Kiel since 2003. Professor Mojib Latif is a climate researcher at the Helmholtz Center for Ocean Research in Kiel and patron of the climate organization atmosfair.

About AIDA Cruises

AIDA Cruises is one of the fastest growing and most successful tourism businesses in Germany. The company employs about 8,000 people from 40 different countries at their corporate offices and on board AIDA ships. AIDA Cruises operates one of the world's most state-of-the-art fleets, currently comprising 11 cruise ships. In summer 2017

AIDA Cruises will welcome its twelfth cruise ship – AIDAprima – to the fleet with the smiling lips, and will be offering cruises from Palma de Mallorca and Barcelona.

Two more new ships will be built by 2021 at the Meyer shipyard in Papenburg (Germany). With its "Green Cruising" concept, AIDA Cruises will be the first cruise company in the world that can power its new generation of ships entirely with LNG (liquid natural gas) from 2018. More information at www.aida.de

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