



BBC Earth and Holland America Line Ships in Groundbreaking Partnership

October 29, 2015

Award-winning BBC Earth content to connect guests with wonders of the natural world

Seattle, Wash., Oct. 29, 2015 — Holland America Line is partnering with award-winning BBC Earth to bring world-class fun and factual entertainment onboard its fleet of premium ships. Through the innovative and breathtaking programming that is a signature of BBC Earth, guests will be taken closer to the ocean and natural world through groundbreaking concerts, films, shows, children’s activities and theme cruises.

The BBC Earth program is set to roll out across Holland America Line’s fleet starting in April 2016 and will be on all ships by September 2016.

“Holland America Line cruises are all about experiential travel and venturing to all corners of the globe, and this exclusive partnership with BBC Earth will make that a richer, more rewarding experience for our guests,” said Orlando Ashford, Holland America Line’s president. “No one else in the cruise industry is offering the depth of quality content that BBC Earth will bring to our ships, and we hope this program will give our guests a deeper connection to the destinations we visit.”

A highlight of the partnership will be a live concert specially adapted for the line based on the “Frozen Planet” program, which will take guests on a journey into the majestic wilderness of the Polar Regions. The production will feature “Frozen Planet” footage and be accompanied by live musicians, making it a feast for the senses.

On all ships, guests will also be able to enjoy enriching activities including a game show uncovering the weird, wonderful and obscure in our natural world and BBC Earth theater screenings with special introductions by the film crew behind the programs.

Junior cruisers can get in on the adventure as well with an on-board explorer trail, fun workshops, and BBC Earth animal and dinosaur fact shows. They will even have the opportunity to try their hand at being a journalist.

Guests who want a deeper BBC Earth experience can join a featured theme cruise that will include access to the creators of your favorite BBC Earth shows who share their behind-the-scenes stories of how the programs are made and conduct master classes in their craft. Younger guests will also have the opportunity to have film workshops with the BBC Earth YouTube team. Featured cruise

dates will be announced at a later time.

Mat Way, Commercial Director Live Entertainment for BBC Worldwide added, “BBC Earth exists to inspire people with the incredible wonder of the natural world and it’s exciting to partner with a company like Holland America Line that shares our vision. Working creatively with BBC Earth’s world class content we look forward to creating some unique, immersive and unforgettable experiences for Holland America Line guests of all ages.”

About BBC Earth

BBC Earth is a global factual brand which seeks to inspire audiences in the UK and worldwide with the most incredible sights, stories and characters from the natural world. Commercially and internationally the brand is managed by BBC Worldwide, the commercial arm of the BBC. Since launch the brand has grown across multiple platforms including branded blocks on television, live events, social media, visitor attractions, theatrical releases for cinema and giant screen films and online on BBC.com. BBC Earth began its global roll out in 2015 by launching new linear channels internationally that are dedicated to bringing audiences premium factual content.

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

Editor’s note: Images and logos are available at <https://www.cruiseimagelibrary.com/c/zdvoa8pg>.

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Find Holland America Line on [Twitter](#), [Facebook](#) and the [Holland America Blog](#). Access all social media outlets via the [Online Communities](#) quick link on the home page at hollandamerica.com.

About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line’s fleet of 15 ships offers more than 500 cruises to 415 ports in 98 countries, territories or dependencies. One- to 110-day itineraries visit all seven continents and highlights include Antarctica, South America, Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to ports in the Caribbean, Alaska, Mexico, Canada/New England, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in April 2016 from Fincantieri shipyard, as well as a second Pinnacle Class ship due for delivery in November 2018.

Fleetwide, the company features Signature of Excellence enhancements, a commitment totaling more than \$500 million, that showcase the Culinary Arts Center presented by Food & Wine magazine — a state-of-the-art onboard show kitchen where more than 60 celebrated guest chefs and culinary experts provide cooking demonstrations and classes — Explorations Café powered by The New York Times, Digital Workshop powered by Windows, teens-only activity areas and all-new stateroom amenities highlighted by flat-panel TVs and plush Euro-top Mariner’s Dream Beds.