



## Holland America Line's 45-Foot Ship Float 'Cruises' Through Downtown Seattle During Alaska Airlines Seafair Torchlight Parade

August 3, 2016

*Replica of the new ms Koningsdam joins more than 100 floats in the parade*

Seattle, Wash., Aug 3, 2016 – On Saturday, July 30, 2016, spectators at the Alaska Airlines Seafair Torchlight Parade in downtown Seattle watched Holland America Line's *ms Koningsdam* cruising down the street. The unusual sight was a replica helium balloon of the ship, which was among more than 100 floats taking part in this annual event.

At 45 feet long and 11 feet tall, the detailed float required 30 employees to guide it carefully through the streets of Seattle on the 2.5-mile route. In addition to the float, Seattle's Hometown Cruise Line was a presenting sponsor of the parade, with participating employees carrying a banner boasting the company's hometown pride and proudly wearing shirts that read "Anchored in Seattle."

Holland America Line has been a sponsor and participant of the annual Seafair Torchlight Parade for many years, and employees previously carried an orca-whale balloon to highlight cruises to Alaska. This year's cruise ship balloon was recently commissioned for the company to highlight its newest ship *Koningsdam*, launched in April, and to represent all the ships in the fleet, including the three sailing weekly from Seattle this summer.

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:** Photos are available at <https://www.cruiseimagelibrary.com/c/rdt1jmov>.

— # # # —

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](http://hollandamerica.com).

### 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.

**CONTACT:** Sally Andrews  
**PHONE:** 800-637-5029  
**EMAIL:** [pr@hollandamerica.com](mailto:pr@hollandamerica.com)