



## **Holland America Line Reaches Milestone of \$5 Million Donated to Cancer Support Through 'On Deck' Programming**

February 3, 2017

*On Deck for a Cause invites guests to donate and walk in noncompetitive shipboard 5k*

Seattle, Wash., Feb. 3, 2017 — In honor of World Cancer Day tomorrow, Feb. 4, Holland America Line is proud to announce that to date, the guests and employees of the company have raised more than \$5 million for cancer support through "On Deck" programming that began in 2006. Currently the On Deck for a Cause program benefits six international cancer organizations located in the United States, Canada, Australia, the Netherlands, Germany and the United Kingdom.

On Deck for a Cause invites guests to participate in a noncompetitive 5k fundraising walk on every sailing aboard each of the line's 14 ships, with proceeds distributed among the American Cancer Society, Canadian Cancer Society, Cancer Council Australia, Cancer Research UK, Deutsche Krebshilfe (German Cancer Aid) and KWF Kankerbestrijding (Dutch Cancer Society). Since its inception, more than 385,000 participants have joined in over 5,300 walks aboard Holland America Line cruises.

"For more than a decade we've been working with guests and employees to raise funds to fight a disease that touches so many, and it's a proud milestone in our company history to reach the \$5 million mark," said Orlando Ashford, president of Holland America Line. "Thank you to everyone who has walked or donated over the years to get us to this point in the program. Hopefully one day in the near future we'll be walking to celebrate the discovery of, and not the fight for, a cure."

Guests of all ages are invited to donate \$20 to the Holland America Line Foundation, and on a day at sea participants join in a 5k walk around the ship's decks. Guests may walk less or not at all, as they prefer. Participants also receive an On Deck for a Cause T-shirt, wristband and a reception following the walk. Depending on the ship, the distance to reach 5k ranges from nine to 12 laps.

To celebrate the \$5 million milestone, a special reception will be held on every ship following each On Deck for a Cause Walk this week, with the traditional lemonade as well as a Champagne cocktail, cake, appetizers and celebratory music.

In 2017 more than 500 On Deck for a Cause events will be held across the Holland America Line fleet, with walks taking place globally on cruises to the Mediterranean, the Caribbean, the South Pacific, Alaska's Inside Passage, Canada/New England, Bermuda, Mexico, Asia, the Baltic, Australia, New Zealand, Antarctica and South America.

### **Holland America Line Committed to Giving Back**

Holland America Line and its corporate foundation's charitable-giving programs include cash sponsorships, shipboard luncheons, free- and reduced-fare cruise donations for nonprofit fundraising events, donations of usable shipboard items around the world, employee volunteerism and other

philanthropic activities.

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

**Editor's note:** Photos are available at <https://www.cruiseimagelibrary.com/c/18clapc9>.

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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](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 welcomed *ms Koningsdam* in 2016 and has a second Pinnacle Class ship, *ms Nieuw Statendam*, to be delivered in November 2018. A third Pinnacle Class ship, due for delivery in 2021, recently was announced.

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 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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