



Holland America Line Announces O, The Oprah Magazine Curated Programming for July 15 Share the Adventure Cruise to Alaska

June 22, 2017

O, The Oprah Magazine Creative Director Adam Glassman to Share Style Secrets in Love That! Presentation and More

Seattle, Wash., June 22, 2017 — Holland America Line's upcoming Share the Adventure Cruise to Alaska on July 15 aboard the *ms Eurodam* will feature tips and advice from Emmy Award winner and *O, The Oprah Magazine* creative director Adam Glassman. The style guru will host a Love That! presentation sponsored by women's clothing brand Chico's that will reveal the latest trends during a fashion show in the Mainstage.

In addition to providing guidance on how to look and feel fabulous, Glassman will provide packing tips for every traveler and answer questions from the audience. Cruisers who wish to purchase the clothing seen in Glassman's presentation will have the opportunity to do so at the pop-up O Shop on board. Additionally, jewelry brand Roberto Coin will host a trunk show on board.

"Adam is a pioneer in the magazine and fashion industries, and to be able to give our guests access to someone with his prominence is a rare opportunity that we know will leave a deep and lasting impression," said Orlando Ashford, president of Holland America Line. "The Share the Adventure Cruise is going to inspire our guests, whether it's gaining a new style sense on the outside or a deeper sense of well-being on the inside. Every activity developed in partnership with *O, The Oprah Magazine* is designed to make a meaningful connection, and for many that means both looking and feeling good."

Glassman's Love That! presentation is just one of many highlights during the Share the Adventure Cruise. *O, The Oprah Magazine* Editor-at-Large Gayle King and Editor-in-Chief Lucy Kaylin will present 'The Making of O', a behind-the-scenes look at how the publication makes the journey from rough concepts to the newsstand and mailboxes each month. *O, The Oprah Magazine* Books Editor Leigh Haber and #1 *New York Times* bestselling author and Pulitzer Prize winner Elizabeth Strout will kick off O's Reading Room, an on-board book club for passengers, with Strout's latest release, "Anything is Possible," currently available in bookstores and online.

SuperSoul 100 members including Grammy Award-winning singer and songwriter India.Arie; fitness evangelist Angela M. Davis; and author, activist and motivational speaker Glennon Doyle will share inspirational ideas for living one's best life.

A Let's Eat! presentation, hosted by Elettra Wiedemann, author and founder of [Impatient Foodie](#), will provide tips for healthy eating while on the ship, and the morning Just Breathe program will help guests greet each day with meaningful meditations and daily intentions.

In addition, A Conversation with Oprah will feature Oprah as she takes the stage for a special evening event. All guests must make reservations using their booking number to attend one of the two presentations prior to boarding the ship.

Holland America Line and O, The Oprah Magazine Partnership

Holland America Line and *O, The Oprah Magazine*'s exclusive partnership unites the soul-stirring power of travel with O's deep commitment to connection and personal growth. In addition to the July 15 Share the Adventure Cruise, four *O, The Oprah Magazine* Adventure of Your Life sailings feature SuperSoul 100 members to be announced and *O Magazine*-inspired activities, departing Nov. 29, 2017, 11-day Caribbean; March 3, 2018, seven-day Caribbean; Aug. 11, 2018, seven-day Alaska; and Oct. 28, 2018, seven-day Caribbean.

To further enhance the programming, more than 300 Holland America Line cruises sailing in North America from August 2017 through 2018 will offer a variety of engaging activities developed with the magazine's editors.

Fares for the July 15 Share the Adventure seven-day Alaska cruise start at \$999 per person, double occupancy. Taxes, fees and port expenses are additional.

For more information, contact a travel professional, call 1-877-SAIL-HAL ([1-877-724-5425](tel:1-877-724-5425)) or visit hollandamerica.com.

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

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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 113-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, Cuba, 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 December 2018. A third Pinnacle-class ship, due for delivery in 2021, recently was announced.

The company is undergoing \$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 through an exclusive partnership with O, The Oprah Magazine; during an America's Test Kitchen show; at Explorations Café presented by The New York Times; and by taking a 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 featuring selections from Holland America Line's esteemed Culinary Council that comprises world-famous chefs who design dishes exclusively for our guests.

About O, The Oprah Magazine

O, The Oprah Magazine (oprah.com/omagazine) encourages confident, intelligent women to reach for their dreams, express their individual style and make wise choices, guided by the values of one of the most charismatic women in the world, O editorial director Oprah Winfrey. With an emphasis on personal growth, the magazine inspires, addressing every aspect of a woman's life — the material, the intellectual and the emotional — and deeply connects with more than 18 million consumers every month (MRI Spring 2016, Comscore multi-platform, December 2016). From the moment it launched, *O, The Oprah Magazine* carved out a unique position in the marketplace and created an entirely new category in women's magazines, delivering the Live Your Best Life message through thoughtful, ever-evolving content and the trusted advice provided by well-known experts. Throughout the years, *O, The Oprah Magazine* has been recognized with the publishing industry's highest honor, winning multiple American Society of Magazine Editors (ASME) awards. Follow *O, The Oprah Magazine* on Twitter @O_Magazine and Instagram at @OprahMagazine.

O, The Oprah Magazine is a co-venture between Harpo Print, LLC and Hearst Magazines, a unit of Hearst, one of the nation's largest diversified media and information companies. With 21 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation (AAM 2H 2016), reaching 77 million readers (Fall 2016 MRI/GfK) and 80 million site visitors each month (comScore), with a social media following of 117 million.

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