



## **Everyday heroines in the spotlight: Presentation of the GOLDEN BILD DER FRAU Awards aboard AIDAprima**

October 22, 2017

### **AIDA Cruises supports the awarded projects with 10,000 each / Star guest Anastacia delivers moving performance**

The big day arrived yesterday, October 21, 2017: The "GOLDEN BILD DER FRAU" awards were presented for the 11th time yesterday evening in Hamburg, aboard AIDAprima.

For the first time, AIDA Cruises hosted this awards ceremony which is staged by Europe's biggest women's magazine (Bild der Frau) at which six women are honored for their civil courage and charitable efforts.

The focus of the evening was on this year's award winners – Anja Gehlken, Ninon Demuth, Bettina Landgrafe, Barbara Stäcker, Julia Cissewski and Sylke Hoß.

"It is a great pleasure and honor for us to host the GOLDENE BILD DER FRAU gala this year. The dedication of all award winners deserves our greatest respect because these everyday heroines have shown that an incredible amount can be achieved with courage, warm-heartedness and creativity. We are delighted to support the projects awarded today with 10,000 euro each," said Felix Eichhorn, President of AIDA Cruises, who as well spontaneously invited the award winners to a cruise aboard AIDAprima.

To start off the event, TV star and host Kai Pflaume welcomed 550 guests from the worlds of politics, business and showbiz at AIDAprima's Theatrium. Among them Katarina Barley, Federal Minister for Family Affairs, Senior Citizens, Women and Youth, Thomas Heinze, Herbert Knaup, Mareile Höppner, Sophie Wepper, Elisabeth Lanz, Tim Mälzer, Tim Mälzer, Jorge Gonzáles and soccer player Hans Sarpei. World star Anastacia created a goosebump atmosphere with her surprise appearance and a very emotional laudation for one of the award winners.

After the solemn awards ceremony, the after-show party in the Beach Club was celebrated until midnight. Numerous AIDAprima guests also followed the GOLDEN BILD DER FRAU awards ceremony live on board or on large screens at the terminal party in the Cruise Center Steinwerder.

Rostock, October 22, 2017

#### **About AIDA Cruises:**

AIDA Cruises is one of the fastest growing and most successful tourism businesses in Germany. The company employs about 9,000 people from 40 countries on shore and on board AIDA ships. AIDA Cruises operates one of the world's most state-of-the-art fleets, currently comprised of 12 cruise ships. Two new ships built at the Meyer shipyard in Papenburg (Germany) will join the fleet by 2021. 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](http://www.aida.de).