



## **P&O Cruises named as headline sponsor of the BAFTA Television Awards**

March 22, 2023

P&O Cruises has today announced that it is the new headline sponsor to the BAFTA Television Awards which will take place on May 14, 2023. The multi-year partnership will include activity around the awards, as well as future activation on board the P&O Cruises fleet.

As part of the partnership P&O Cruises will launch a 'P&O Cruises Memorable Moment Award', which will be the only award to be voted for by members of the viewing public. The award will honour the impact of television in the UK and its power to entertain, inform and bring the nation together. Voting for the six nominees will open in April 2023. The nominations will be decided by an independent industry jury, overseen by BAFTA.

P&O Cruises president Paul Ludlow said: "We could not be more delighted to be working in partnership with BAFTA for the upcoming Television Awards. This headline sponsorship brings together two iconic British brands, both steeped in heritage and with huge synergies in entertainment and experience.

"Just like holidays, TV provides escapism from the everyday and the BAFTA Television Award categories and nominees represent a huge variety, with programming and talent which truly celebrates the best of the best."

Louise Robertson, Executive Director of Partnerships & Fundraising at BAFTA, said: "As Britain's most popular cruise line, P&O Cruises is a distinctively British brand with history and heritage in the hearts and minds of all age groups.

"As an arts charity, we are very grateful to P&O Cruises for its generous support of the BAFTA Television Awards, enabling us to stage Britain's biggest celebration of UK and international television – and look forward to developing our new partnership over the coming years to celebrate the people who bring this to life through their storytelling and production, and inspire the next generation of creative talent."

For more information or to book a P&O Cruises holiday, call on 0344 338 8003, visit [www.pocruises.com](http://www.pocruises.com) or contact a travel agent.

Ends

**The official title is 'BAFTA Television Awards with P&O Cruises'. The nominations for the BAFTA Television Awards were revealed today on BAFTA's website [here](#).**

### **About P&O Cruises**

P&O Cruises is Britain's favourite cruise line, welcoming guests to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered towards British tastes. The fleet of seven ships each have their own appeal from family friendly or exclusively for adults.

With over 200 destinations worldwide, P&O Cruises Itineraries are carefully curated to inspire discovery, and are varied to suit newcomers and experienced guests alike. With a wide choice of holidays from two days to three months there is something for everyone.

Arvia joined the P&O Cruises fleet in December 2022 as its second LNG-powered, Excel-class ship offering a Caribbean maiden season of fly-cruise holidays from homeport Barbados.

Arvia, meaning "from the seashore," is an innovative and future-focused ship and the latest evolution in the P&O Cruises experience, embodying the newest trends in travel, dining and entertainment to offer varied and contemporary holidays.

The ship boasts a unique SkyDome with a retractable glass roof and 16 guest decks, and will feature the first Altitude Skywalk high ropes experience, the tropical-themed Altitude Minigolf, the Altitude Splash Valley aquazone, an outdoor Sports Arena, swim-up bar and infinity pool. It will also offer guests several new dining options such as Green & Co feat. Mizuhana, Ocean Studios cinema, extensive shopping, and the Oasis Spa and Health Club.

British Travel Awards Winner 21/22 – Best Cruise Line for Family Holidays.

Cruise Critic Editors' Picks Awards Winner 2022 – Best for Families.

The company is part of Carnival Corporation & PLC (NYSE/LSE: CCL; NYSE:CUK).

### **About BAFTA**

BAFTA – the British Academy of Film and Television Arts - is a world-leading independent arts charity that brings the very best work in film, games and television to public attention and supports the growth of creative talent in the UK and internationally. Through its Awards ceremonies and year-round programme of learning events and initiatives – which includes workshops, masterclasses, scholarships, lectures and mentoring schemes in the UK, USA and Asia – BAFTA identifies and celebrates excellence, discovers, inspires and nurtures new talent, and enables learning and creative collaboration. For more, visit [www.bafta.org](http://www.bafta.org). BAFTA is a registered charity (no. 216726).

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