



## Holland America Line Hosts Luncheon in Tampa on *ms Veendam* for the American Red Cross

February 2, 2016

Seattle, Wash., Feb. 2, 2016 — On Sunday, Jan. 31, 2016, at Tampa, Fla., Holland America Line hosted a luncheon aboard *ms Veendam* for the local chapter of the American Red Cross, one of the company's community partners.

Following the luncheon and a presentation, guests were invited to tour the ship before disembarking.

"The variety of aid that the American Red Cross is able to provide in times of need is remarkable, and we are honored to host them on board for their annual luncheon," said Orlando Ashford, president of Holland America Line. "We are proud to partner with an organization that has such a tremendous impact both worldwide and on a local level."

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

The Central Florida Region of the American Red Cross serves more than 8 million people. Founded in 1917, 36 years after the founding of the American Red Cross, the local Tampa chapter provides food and shelter in emergencies, assists members of the armed forces and their families, teaches lifesaving skills and more. All American Red Cross disaster assistance is free, made possible by voluntary donations of time and money from the American people.

"Without community partners like Holland America Line, our chapter of the American Red Cross would not be able to impact the lives of so many people," said Linda Jorge Carbone, regional chief executive officer of the American Red Cross Central Florida Region and executive director of the Tampa Bay Chapter. "Thank you to Holland America Line for hosting this event in such a unique and beautiful setting."

For more information about the Tampa Bay Chapter of the American Red Cross, visit [redcross.org/fl/tampa-bay](http://redcross.org/fl/tampa-bay).

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/r66w5dmc>.

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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 13 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*, on order for delivery in April 2016, as well as a second Pinnacle Class ship due for delivery in November 2018.

The company recently announced \$300 million in brand enhancements to secure its position at 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.

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