



Festive send-off for Hamburg athletes on board AIDAprima

July 16, 2016

AIDA wishes "boa sorte" to TEAM HAMBURG 2016 in Rio!

On Saturday, July 16, 2016, Hamburg's first mayor, Olaf Scholz, accompanied by other political and sports representatives, gave Olympic and Paralympic participants from Hamburg an official send-off. AIDA Cruises, Germany's leading cruise company and gold partner of TEAM HAMBURG 2016, marked the occasion by offering to host the event in the Beach Club on board AIDAprima in Hamburg. In tropical temperatures with cold, non-alcoholic cocktails, the 36 athletes who will be competing for medals in the Olympic and Paralympic Games in Rio de Janeiro (Brazil), took the opportunity to get into the groove of the atmosphere under the Sugarloaf Mountain. To top it all off, an AIDA show ensemble soloist sang the Joe Cocker Song "Up Where We Belong" which had everybody tingling with excitement.

"We wish all participants 'boa sorte' and much success in Rio!" says Hansjörg Kunze, Vice President Communication AIDA Cruises and medalist in the 1988 Olympic Games in Seoul. "We travel the world's seas with our ships, but Hamburg is always AIDA's home port. It is therefore a great honor for us to help support the TEAM HAMBURG 2016 athletes as they set off to fulfill their dreams of winning a 2016 Olympic medal in Rio."

AIDA Cruises is one of the fastest growing and most economically successful tourism businesses in Germany. The company employs about 8,000 people from 40 different countries at their corporate offices and on board AIDA ships. AIDA Cruises operates and markets one of the world's most state-of-the-art fleets, currently comprising 11 cruise ships. The ships are operated in compliance with the highest international quality, environmental and safety standards. Three additional ships will be commissioned in the coming years. With its "green cruising" concept, AIDA will be the first cruise line in the world to operate ships entirely with LNG (liquefied natural gas) starting with the new ship generation 2019. www.aida.de

Rostock, July 16, 2016