



Top Holland America Group Executives Kruse, Ashford and Meadows Join Seattle's Community Leaders in American Cancer Society's 'Real Men Wear Pink' Campaign

October 10, 2016

Month-long October event supports Making Strides Against Breast Cancer

Seattle, Wash., Oct. 10, 2016 — Holland America Group Chief Executive Officer Stein Kruse, Holland America Line President Orlando Ashford and Seabourn President Richard D. Meadows are joining a distinguished group of Seattle community leaders for American Cancer Society's "Real Men Wear Pink" event during the month of October.

In addition to raising funds and awareness, the campaign asks the participants to wear pink or "pink out" their organization every day in October, which is National Breast Cancer Awareness Month. More information can be found at MakingStridesWalk.org/RealMenSeattleWA.

"We are honored to be among an incredible group of male leaders in the Seattle community who were invited to join the fight against breast cancer in such a unique and effective campaign," said Kruse. "Sadly, breast cancer is a disease that affects nearly everyone in some way so it is a privilege to participate in 'Real Men Wear Pink.' Events like this give us hope that one day soon we will live in a world without cancer."

The American Cancer Society is one of six international cancer organizations that are supported by Holland America Line's "On Deck for a Cause" shipboard giving program, also including the Canadian Cancer Society, Cancer Council Australia, Cancer Research UK, Deutsche Krebshilfe (German Cancer Aid) and KWF Kankerbestrijding (Dutch Cancer Society).

About Making Strides Against Breast Cancer

Making Strides Against Breast Cancer walks are the largest network of breast cancer awareness events in the nation, uniting communities with a shared determination to help free the world from the pain and suffering of breast cancer. Walk participants raise critical funds that enable the American Cancer Society to underwrite innovative research, provide free information and support to anyone touched by breast cancer, and help people reduce their breast cancer risk or diagnose it early when it's most treatable.

American Cancer Society

The American Cancer Society (ACS) is a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem. In Washington state, ACS has offices in Seattle, Tacoma and Everett. Last year, the ACS of Washington funded 24 of the best and brightest Washington researchers (including the University of Washington and Fred Hutchinson Cancer Research Center) conducting groundbreaking cancer research. More than 12,800 Washington residents received assistance in 2015 and 3,793 received breast and colon cancer

screenings through ACS's CHANGE Grant program. For more information, visit cancer.org.

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Editor's note: Photos are available at <https://www.cruiseimagelibrary.com/c/tyf5q6h9>.

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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 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*, delivered in April 2016, as well as a second Pinnacle Class ship, *ms Nieuw Statendam*, due for delivery in November 2018.

The company recently announced \$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 on board at an America's Test Kitchen shipboard culinary show, 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 guests.

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