



## **AIDA Cruises is this year's gala host of the GOLDENE BILD DER FRAU**

April 21, 2017

### **Everyday heroines to be honored on board AIDAprima in the Port of Hamburg**

October 21, 2017, will be the big day: The "GOLDENE BILD DER FRAU" will be awarded for the 11th time. The FUNKE MEDIAGROUP announced on April 21 that for the first time ever, the awards ceremony will be taking place on a cruise ship in Hamburg, on board AIDAprima, the new AIDA Cruises flagship.

The "GOLDENE BILD DER FRAU" is both the biggest and most important award for women who devote themselves to people in need, justice and social cohesion but are not in the public eye.

Felix Eichhorn, President AIDA Cruises: "It is a great pleasure and a signal honor for us to have the privilege of hosting this year's GOLDENE BILD DER FRAU gala. This award recognizes women whose civic commitment deserves our respect. These everyday heroines show that an incredible amount can be achieved with courage, goodness of heart, and creativity. The gala on October 21, 2017, will be taking place in the wonderful setting of AIDAprima in Hamburg. AIDAprima is one of the world's most state-of-the-art cruise ships and will be the perfect location for the GOLDENE BILD DER FRAU awards ceremony."

TV star Kai Pflaume will be taking on the role of moderator at Germany's biggest awards ceremony for strong women which will be attended by around 550 guests from the worlds of politics, business and television. The gala on board AIDAprima promises to be a memorable and highly emotional evening, particularly for the award winners. These volunteering women are the focus of the event and are being recognized and honored for their exceptional civic efforts.

Rostock, April 21, 2017

### **AIDA Cruises:**

AIDA Cruises is one of the fastest growing and commercially most successful tourism businesses in Germany. The company employs about 8,000 people from 40 countries on land and on board AIDA ships. AIDA Cruises operates one of the world's most state-of-the-art fleets, currently comprising 12 cruise ships.

Two more new ships will be built by 2021 at the Meyer shipyard in Papenburg (Germany). 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)