



AIDA Cruises remains the main sponsor of “Festspiele Mecklenburg-Vorpommern”: Concert with Ben Becker at the Rostock shipbuilding hall 207

November 23, 2015

Germany’s leading cruise company and one of the largest classical music festivals in Germany are extending their partnership by a further three years. AIDA Cruises will continue to be the main sponsor of “Festspiele Mecklenburg-Vorpommern” in 2016, 2017, and 2018. Since 2002, AIDA has significantly contributed to this concert series, which is highly popular within the region and far beyond it.

Felix Eichhorn, President of AIDA Cruises, places special value on extending this partnership. “Every year, this festival delights thousands of people with extraordinary concerts. Continuously surpassing the expectations of guests and having the courage to try out new things is what characterizes AIDA as well. That’s why we make such excellent partners.”

Director of Festspiele Mecklenburg-Vorpommern, Markus Fein, remarks, “Anchored in the region and operating internationally – AIDA is not only one of the most important companies in Mecklenburg-Western Pomerania but has also been a key sponsor of our festival for over ten years. We are very pleased to continue our rewarding partnership with AIDA as main sponsor. With Ben Becker in Hall 207, our program will have a special highlight in the 2016 festival season.”

As per the agreement, AIDA will sponsor various concerts including the opening and closing concerts, and the Ben Becker concert this summer season in Rostock. In the former shipbuilding hall 207, the well-known actor and singer will team up with his longtime friend and musical accompaniment Yoyo Röhms on July 27, 2016, and deliver a special literary performance including a selection of German poetry from Ludwig Reiner’s famous collection “Der Ewige Brunnen.” The program spans from Goethe to contemporary songs by Rio Reiser.

The preview for the 2016 summer festival season will appear on November 26, 2015. Then presales will begin.

Rostock, November 23, 2015