



Holland America Line and O, The Oprah Magazine Embark on Exclusive Partnership

February 9, 2017

Oprah Winfrey, Gayle King and more to join launch cruise to Alaska in July 2017

Seattle, Feb. 9, 2017 —Holland America Line and *O, The Oprah Magazine* announce an exclusive partnership that will unite the soul-stirring power of travel with *O*'s deep commitment to connection and personal growth. Oprah Winfrey; *O The Oprah Magazine* editor at large Gayle King; and others will join the inaugural *O, The Oprah Magazine* Share the Adventure Cruise setting sail to Alaska this July. Four additional *O, The Oprah Magazine* Adventure of Your Life sailings featuring *O Magazine*-inspired activities will be scheduled aboard select North America ships through 2018.

"I'm so excited to continue 2017 as my Year of Adventure with another bold, new place I've never been before: Alaska!" said Oprah Winfrey.

The *O, The Oprah Magazine* cruises will feature exclusive programming developed with the magazine's editors, including editor in chief Lucy Kaylin and creative director Adam Glassman. Members of the [SuperSoul 100](#) — thought leaders and visionaries who use their talents to elevate humanity — will be on board sharing inspirational ideas and tips for living your best life. More than 300 Holland America Line cruises sailing in North America from August 2017 through 2018 will have a variety of engaging, stimulating activities that bring the magazine to life, including meditation, tai chi, healthy cooking demonstrations, an onboard book club and more.

"We are deeply honored that *O, The Oprah Magazine* chose Holland America Line as its first cruise line partner to further our shared belief that travel and wellness have the power to open minds, build connections and inspire shared humanity," said Orlando Ashford, president of Holland America Line. "Our commitment to providing authentic experiences for our guests is at the forefront of all we do, and this collaboration is going to empower our guests in a whole new way with thought-provoking and enriching activities and content developed together with the experts at *O, The Oprah Magazine*."

The magazine will kick off the partnership with a contest in March 2017 awarding three deserving readers the chance to join the inaugural cruise to Alaska with Oprah and Gayle, followed by a high impact unit in the April 2017 issue, with in-book, online and broadcast integrations running throughout the remainder of 2017 and 2018.

"What better way to celebrate Oprah's Year of Adventure than to partner on an incredible new initiative with Holland America Line," said Jayne Jamison, senior vice president, publisher and chief revenue officer of *O, The Oprah Magazine*. "Offering readers a chance to experience the thrill of adventure firsthand, this partnership pairs the eye-opening wonder of travel with the soulful, inspiring content found in every issue of *O*."

O, The Oprah Magazine Share the Adventure Cruise to Alaska will take place July 15–22, 2017. *O, The Oprah Magazine* Adventure of Your Life cruises will include the following dates/destinations:

- November 29, 2017 – 11-Day Southern Caribbean Wayfarer roundtrip from Ft. Lauderdale on *ms Koningsdam*
- March 3, 2018 – 7-Day Eastern Caribbean roundtrip from Ft. Lauderdale on *ms Nieuw Amsterdam*
- August 11, 2018 – 7-Day Alaska roundtrip from Seattle on *ms Eurodam*
- October 28, 2018 – 7-Day Western Caribbean, *ms Nieuw Amsterdam*

For more information on *O, The Oprah Magazine* cruises please visit hollandamerica.com/OprahMag.

Photos are available at <https://www.cruiseimagelibrary.com/c/ti1qo28g>.

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.

About *O, The Oprah Magazine*

O, The Oprah Magazine (oprah.com/omagazine) encourages confident, intelligent women to reach for their dreams, express their individual style and make wise choices, guided by the values of one of the most charismatic women in the world, *O* Editorial Director Oprah Winfrey. With an emphasis on personal growth, the magazine inspires, addressing every aspect of a woman's life — the material, the intellectual and the emotional — and deeply connects with more than 18 million consumers every month (MRI, Spring 2016, Comscore multi-platform, December 2016). From the moment it launched, *O, The Oprah Magazine* carved out a unique position in the marketplace and created an entirely new category in women's magazines, delivering the Live Your Best Life message through thoughtful, ever-evolving content and the trusted advice provided by well-known experts. Throughout the years, *O, The Oprah Magazine* has been recognized with the publishing industry's highest honor, winning multiple American Society of Magazine Editors (ASME) awards. Follow *O, The Oprah Magazine* on Twitter at @O_Magazine and Instagram at @OprahMagazine.

O, The Oprah Magazine is a co-venture between Harpo Print, LLC and Hearst Magazines, a unit of Hearst, one of the nation's largest diversified media and information companies. With 21 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation (AAM 2H 2016), reaching 77 million readers (Fall 2016 MRI/GfK) and 80 million site visitors each month (comScore), with a social media following of 117 million.

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 113-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 welcomed *ms Koningsdam* in 2016 and has a second Pinnacle-class ship, *ms Nieuw Statendam*, to be delivered in November 2018. A third Pinnacle-class ship, due for delivery in 2021, recently was announced.

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 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 our guests.

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