



## **Holland America Line Ships Get Decked Out in Orange to Celebrate King's Day April 27 in Honor of Netherlands' King Willem-Alexander**

April 26, 2017

*Birthday of Dutch king is celebrated on board with Dutch-themed parties, food and drinks*

Seattle, Wash., April 26, 2017 — April 27 marks King's Day to celebrate the official birthday of King Willem-Alexander of the Netherlands, and Holland America Line will honor the day and the company's Dutch heritage with shipboard celebrations throughout the fleet.

In addition to decorating the ships with touches of orange, the Dutch national color, menus will commemorate King's Day with Dutch-themed food and beverage options, while shipboard festivities will be centered around the holiday.

"Holland America Line takes great pride in our Dutch heritage that dates back more than 144 years, and King's Day allows our guests and employees to join in the celebration to honor King Willem-Alexander and our company's rich history," said Orlando Ashford, Holland America Line's president. "Bringing different cultures and traditions from around the world alive on our ships is an important part of our guest experience, and King's Day is another opportunity for us to share a lively Dutch tradition."

Known for being a celebration of orange in Holland, guests received an email prior to departure inviting them to bring orange attire to wear to the King's Day festivities that will include a King's Day Orange Deck Party. Shipboard staff also will be decked out in orange accessories. Cities throughout the Netherlands become one big street market on King's Day, and guests will feel like they've been transported to the country with a shipboard street market set up by the Lido Pool featuring beverages and items from the onboard shops.

Holland America Line's Master Mixologist Dale DeGroff created two specialty cocktails in honor of King's Day, and guests can enjoy the libations in the bars and lounges. The "Dutch Heritage" is made of Aperol, vodka and triple sec, while the nonalcoholic "Orange Light" is made with lemon juice, honey syrup and San Pellegrino Blood Orange.

Culinary traditions are an important part of King's Day, and Holland America Line ships will offer a King's Day Afternoon Tea featuring tompouce, Koningsbol, poffertjes and other Dutch treats. A Baby Dutch Pancakes station will be set up in the Lido Market for breakfast and a Dutch-themed menu will be offered in the main dining room and Lido Market for both lunch and dinner.

On King's Day, the 14 ships in the Holland America Line fleet will be celebrating around the world — from Canada, Japan and Italy to the Atlantic and Pacific oceans.

Holland America Line named its newest ship *ms Koningsdam* to honor King Willem-Alexander (the

word *koning* means "King" in Dutch). Her Majesty Queen Máxima of the Netherlands christened Koningsdam on May 20, 2016 in Rotterdam, the Netherlands.

For more information, contact a travel professional, call 1-877-SAIL-HAL ([1-877-724-5425](tel:1-877-724-5425)) or visit [hollandamerica.com](http://hollandamerica.com).

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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 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 is undergoing \$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 through an exclusive partnership with O, The Oprah Magazine; during an America's Test Kitchen show; at Explorations Café presented by The New York Times; and by taking a 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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