



Holland America Line's Denella Ri'chard Named to The Network Journal's 2018 List of 25 Influential Black Women in Business

March 21, 2018

Cruise line's senior director of trade communications and engagement listed among a who's who of top influencers by national publication

Seattle, Wash., March 21, 2018 — Holland America Line's Denella Ri'chard, senior director, trade communications and engagement, was named as one of The Network Journal's 25 Influential Black Women in Business. Ri'chard, who also is a member of the cruise line's Sales Leadership Team, was honored by the magazine at a luncheon in New York City Friday, March 16, 2018. Emmy Award-winning journalist Brenda Blackmon served as Mistress of Ceremonies.

The Network Journal's 25 Influential Black Women in Business Awards honors women whose professional achievements have significantly impacted an industry or profession and who also have made an important contribution to their community. In addition to the awards ceremony, Ri'chard will be profiled in the spring 2018 issue of the magazine.

"Anyone who has met Denella can quickly see that she's an incredible leader in our organization and throughout the cruise industry, and her dynamic personality certainly contributes to her success," said Orlando Ashford, Holland America Line's president. "Congratulations on this well-deserved honor and being included in this incredible group of accomplished women."

"We are honored to once again highlight the careers of 25 women who are corporate and community leaders. Their passion for their work and love for community are models for all women in the United States and abroad. As we celebrate Women's History Month, this is an opportunity to recognize the contributions of these women in business, health, entertainment and non-profit sectors," said TNJ Publisher and CEO Aziz Gueye Adetimirin.

Ri'chard earned the award from TNJ for her contributions to the cruise industry, as well as her dedication to the South Florida community where she resides. She helps with fundraising and volunteers for Seafarer's House and teaches oratorical skills to high school students through a program of The Greater Fort Lauderdale Chapter of Jack and Jill of America, Inc. She is a former board member of The Boys & Girls Club of Greater Memphis.

Ri'chard sits on the Allied Marketing Committee and is an active member of the American Society of Travel Agents and of Cruise Lines International Association where she serves on the Trade Relations Committee.

"I am proud, humbled and grateful to be selected among this group of influential and distinguished women who are being honored by The Network Journal," said Ri'chard. "Thank you to TNJ for this incredible recognition and for bringing this powerful group of women together to celebrate excellence, diversity and inclusion."

About the 25 Influential Black Women in Business Awards

Launched in March 1999, The Network Journal's 25 Influential Black Women in Business Awards honors women whose professional achievements have significantly impacted an industry or profession, and who also have made an important contribution to their communities. A "TNJ25" honoree typically is a business owner, or a partner, president, CEO, board chair, or other senior-management executive with decision-making authority in the corporate, nonprofit (including academia and medicine) or government sector.

About The Network Journal

Founded in 1993, The Network Journal (TNJ) is an award-winning magazine published quarterly. It provides news and commentaries on issues that affect the growth of business and the advancement of professionals in the workplace for an audience of predominantly African-American professionals, corporate executives and small-business owners. Engaging more than 98,325 readers per issue, TNJ is distributed nationwide, with a focus on the New York tri-state area, while its sister daily publication at tnj.com reaches a global audience. For more information, visit www.tnj.com.

Editor's note: Photos are available at <https://www.cruiseimagelibrary.com/c/5z1nqu1y>.

— # # # —

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 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, Cuba cruises and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada and New England, Bermuda, Europe and the Panama Canal. The line welcomed *Koningsdam* in 2016 and has a second Pinnacle-class ship, *Nieuw Statendam*, to be delivered in December 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, comprising world-famous chefs who design dishes exclusively for our guests.

CONTACT: Sally Andrews
PHONE: 800-637-5029
EMAIL: pr@hollandamerica.com