



## Join Holland America Line's Webcast/Facebook Live Announcement Sept. 13

September 11, 2018

### Holland America Line to Announce New Entertainment Partnership During Live Webcast/Facebook Live Event Sept. 13

*Orlando Ashford to host online event and discuss innovations coming to the fleet as well as the latest news on Nieuw Statendam, arriving in December*

#### **WHAT:**

Livestream/Facebook Live event with Music Walk announcement from Seattle, Washington.

#### **The Diverse Genres of Music Walk**

Ashford will make an exciting announcement about an addition to the industry's most robust live music programming.

The innovative Music Walk on Holland America Line ships offers a variety of musical experiences and genres to create a live experience unlike any other at sea. Venues in Music Walk include Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club.

#### **About *Nieuw Statendam***

Due for delivery Dec. 1, 2018, the 2,666-guest, 99,500-ton *Nieuw Statendam* will reflect the ongoing evolution of Holland America Line. The ship will feature all of the hallmarks of Pinnacle-Class design: grand, light-filled spaces; visual drama; and sumptuous interiors inspired by the fluid curves of musical instruments. Ashford will update viewers on the progress of the ship and brand elements that will be introduced with the ship.

#### **WHEN:**

Thursday, September 13  
8:30 a.m. PDT/11:30 a.m. EDT

#### **WHERE:**

Online via Live Webcast or Facebook Live from Seattle, Wash.

#### **Live Webcast Landing Page:**

<https://engagestreaming.com/hollandamericaseptemberannouncement/>

#### **Facebook Live:**

Friend Holland America Line at <https://www.facebook.com/HALCruises>

#### **WHO:**

Orlando Ashford, President, Holland America Line

#### **CONTACT:**

To help with planning if you haven't already RSVPed, please RSVP to [PR@hollandamerica.com](mailto:PR@hollandamerica.com) or call 1-800-637-5029.

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