



Holland America Line Partners with Rolling Stone to Launch Rock Room Live Music Venue at Sea

September 13, 2018

Four decades of classic rock takes the stage live nightly in Rolling Stone Rock Room

Seattle, Wash., Sept. 13, 2018 — Holland America Line is introducing Rolling Stone Rock Room, a new classic rock club developed in partnership with Rolling Stone, the world's leading authority in music. Rolling Stone Rock Room lets cruisers step into a unique experience as a live band chronicles rock history as they kick out iconic hits by favorite rock stars.

Rolling Stone Rock Room will debut as part of the innovative Music Walk area on Holland America Line's *Nieuw Statendam* when it joins the fleet in December 2018 and *Koningsdam* that same month.

"We are so excited to tap Rolling Stone's incredible expertise to create a new live entertainment venue that will appeal to all our guests," said Orlando Ashford, president of Holland America Line. "Innovative and authentic music experiences are at the heart of all our entertainment offerings and is what distinguishes us in the industry. Classic rock appeals to people across generations because the music is universal, and Rolling Stone Rock Room will bring another incredible live music venue to our ships."

Rolling Stone Rock Room will feature a live five-piece band playing a collection of hits inspired by the magazine's top song lists.

"Rolling Stone and Holland America Line are two iconic brands that share the vision of bringing the best in music to cruisers," said Meng Ru Kuok, CEO of Rolling Stone International. "We're looking forward to this unique brand experience and the first partnership of its kind for us, to bring the Rolling Stone brand to life in the ultimate live rock venue at sea."

About Rolling Stone

Five decades since its founding, Rolling Stone today has evolved into a multi-platform content brand with unrivalled access and authority, reaching a global audience of more than 60 million people per month. Staying true to its mission to tell exceptional stories that illuminate the culture of our times, Rolling Stone is an authority for music reviews, in-depth interviews, hard-hitting political commentary and award-winning journalism across print, digital, mobile, video, social and events. Published by Penske Media Corporation, Rolling Stone is the number one global brand in music publishing and media.

Music Walk Live Stages

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. In addition to Rolling Stone on *Nieuw Statendam* and *Koningsdam*, venues in Music Walk include Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club.

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.

Editor's note: Photos are available here: <https://www.cruiseimagelibrary.com/c/nr4ykv1u>

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Find Holland America Line on [Twitter](#), [Facebook](#) and the [Holland America Blog](#). Access all social media outlets via 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, 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 will be delivered in 2021.

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.

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