



## **First League! AIDA congratulates the ROSTOCK SEAWOLVES**

May 13, 2024

### **AIDA Cruises is Platinum Sponsor for the 2024/2025 season // First on-board basketball camp planned**

The Rostock-based cruise company AIDA Cruises congratulates the ROSTOCK SEAWOLVES on staying in the league and is looking forward to the upcoming season in the 1st German Basketball Bundesliga. On Monday, May 13, 2024, the partners were pleased to announce their continued cooperation on board the AIDamar in the port of Rostock-Warnemünde. AIDA Cruises is now sponsoring the club for the third season and for the second season as Platinum Sponsor.

The partnership goes far beyond traditional sponsorship. It is based on joint activities and, above all, mutual support, which promotes team spirit and gives a boost to the region.

As part of the sponsorship, a SEAWOLVES basketball camp for children aged 10-12 will be held for the first time during the summer vacation. On the "Scandinavian Highlights from Kiel" cruise with AIDAnova from August 10 to 17, 2024, the participants can expect a unique mix of training, team building and great experiences on board and ashore - from movie nights to cooking classes, fun in the climbing garden or on the water slide. Kids will have the opportunity to learn from the pros: The camp is led by experienced coaches of the ROSTOCK SEAWOLVES. Bundesliga professional Svante Schmundt will be a guest coach. In addition to general training, special emphasis will be placed on throwing technique, speed and tactics. In selected ports there is cooperation with local basketball clubs. Participation in the SEAWOLVES Basketball Camp costs €300 per person (plus cruise price).

Examples of the lively partnership are also the joint work for the next generation, whether in the project "Basketball makes school", the support of the regional league youth, the SEAWOLVES Academy and the AIDA Student League. Over the course of the season, more than 2,500 AIDA employees and their families cheered on the SEAWOLVES in the Rostock City Hall. At every home game there is a kiss stop in the foyer and the "Kiss Cam", presented by AIDA, in the StadtHalle Rostock. At AIDA events, such as the Lunch & Learn with head coach Christian Held, and with the fitness and health project "FIT LIKE A WOLVE" for the perfect work-life balance, the wolves got involved with the cruise company. SEAWOLVES fever has also spread to the AIDA ships: On board, the AIDA crew, dressed in distinctive SEAWOLVES jerseys with the colorful AIDA logo, shoots baskets on the high seas.

Today, the players of the ROSTOCK SEAWOLVES enjoyed their stay aboard AIDamar. They were greeted by Captain Marc-Dominique Tidow on the bridge, experienced the AIDA feeling during a tour of the ship and were treated to culinary delights at the Buffalo Steakhouse. A highlight was the basketball game with the crew and AIDA employees from shore, where the pros demonstrated tricks for the perfect layup.