



Press release

A school for Madagascar: On its 10th anniversary, AIDAblu donates 85,000 euros

On February 9, 2020, AIDAblu celebrated its 10th anniversary. Rather than cake and gifts, AIDAblu's two captains, Peter Schade and Tönnies Kohrs, and their crew had a heartfelt wish: "With each visit, Madagascar has become more and more special to us." The idea to collect donations for a school formed. "It was very important to us to give something lasting back to the people who live there, and to make a difference," Kohrs explains.

A number of raffle events and auctions have taken place on board AIDAblu since its Madagascar season began in November 2019. Thanks to the tremendous generosity of AIDA guests and crew, the donation sum hoped for was quickly reached. In celebration of the ship's 10th anniversary, a donation to the amount of 85,000 euros was presented to the AIDA Cruise & Help initiative. The donation will go entirely into the construction of a new elementary school in Madagascar with two buildings and six classrooms for around 350 pupils.

"We're delighted to have achieved this ambitious donation goal within just three months. Especially in light of the impressions we have gained of Madagascar, it makes us happy that we will soon be making education possible for 350 children in Bemaneviky. I'm convinced that this is just the right investment in the country's future," said Captain Kohrs.

Since 2019, AIDA Cruises has united all of its charitable projects under the umbrella initiative AIDA Cruise & Help. Through a variety of events and donations, the cruise line has already financed the construction of twelve schools. The first school completely financed with donations from the AIDA Cruise & Help initiative was opened in May 2019 in Cebu, Philippines. Every donation helps: Guests can donate on board the AIDA fleet or in advance while booking the cruise on myAIDA. Those who'd like to support these projects with a sum of their own choice can also make donations on the initiative's website www.aida.de/cruiseandhelp.

AIDAblu was christened on February 9, 2010, by Jette Joop in Hamburg. Since 2018, the ship has been sailing the Indian Ocean and taking thousands of guests to the beautiful wonders of the Seychelles, Mauritius, and Madagascar.

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