



Press release

Lena Gercke christens AIDAPERLA

Lena Gercke will christen AIDAPERLA, the twelfth member of the AIDA fleet, in Palma de Mallorca on June 30, 2017. In Germany the likable beauty is among the most famous and successful models and presenters. The skyline of the old city of Palma will form the perfect backdrop when the night sky above AIDAPERLA is transformed into a sparkling sea of color during a spectacular music and lighting event.

“With her natural charm and vitality, Lena Gercke is the ideal godmother of AIDAPERLA. I’m delighted that she will christen our new vessel. Lena Gercke is the perfect ambassador for the modern and unconventional attitude to life we stand for with our AIDA brand”, said Felix Eichhorn, President of AIDA Cruises.

“I love traveling and I’m on the road a lot – professionally as well as privately. All the more I am looking forward to becoming the godmother of a beautiful ship such as AIDAPERLA. I think it’s great to discover many countries in a short time and to have a wonderful hotel always with you”, commented the future godmother Lena Gercke.

The christening cruise from June 24 to July 1, 2017 will take guests from Palma de Mallorca to three of the most beautiful cities in the Mediterranean: Rome (Civitavecchia), Florence (Livorno) and Barcelona. Those who cannot join the celebrations in Palma de Mallorca or on board AIDAPERLA should still note the date of June 30, 2017 in their calendar, though, as the christening will be transmitted live on the internet and various social media channels.

Cruise fans will have the opportunity to get to know the youngest member of the fleet on several introductory trips even before the official start of the christening cruise. From July 1, 2017, the 300 meter long and 37.6 meter wide cruise ship will travel the Western Mediterranean. As of March 2018 AIDAPERLA will come to Hamburg.

The many highlights on board include the Beach Club under a weatherproof and UV-permeable foil dome and the Four Elements with water slides and climbing garden. The award-winning Body & Soul Organic Spa delights guests with its various saunas, multiple indoor and outdoor pools, a tepidarium and a fireplace room for complete relaxation. The Lanai Deck complements the varied facilities offered with its infinity pools, glass elevators, two skywalks, state-of-the-art LED technology and aerial structures for extraordinary performances, as well as an interactive floating globe for the entertainment program. In addition to the Kids and Teens Club, there is also a Mini Club on board to look after small children from the age of 6 months. Furthermore the food & beverage facilities offered on board leave nothing to be desired: 12 restaurants, 3 snack bars and 14 bars invite guests to embark on a culinary world tour.

Further information about AIDAPERLA can be found at www.aida.de. All offers in the AIDA vacation world program can be booked at www.aida.de, in the local travel agency or at the AIDA Customer Center by calling +49 (0) 381 / 20 27 07 07.

Herausgeber:
AIDA Cruises
Am Strande 3d | 18055 Rostock
Tel.: +49 (0) 381 / 444-0
Fax: + 49 (0) 381 / 444-88 88
www.aida.de

Communication:
Hansjörg Kunze
Vice President Communication & Sustainability
Tel.: +49 (0) 381 / 444-80 20
Fax: + 49 (0) 381 / 444-80 25
presse@aida.de



Press release

Rostock, April 11, 2017

About Lena Gercke:

Lena Gercke is one of the most famous and successful models and presenters in Germany. She started her career as a model at the age of 15 when she received first bookings for various fashion shows. In 2006 the then 17-year-old won the show "Germany's Next Topmodel by Heidi Klum". In cities such as Milan, Paris, London and New York Lena worked with international top photographers and appeared in several editorials for well-known magazines like Elle, GQ, InStyle, Glamour and Cosmopolitan. In addition Lena was the face of many campaigns by, for example, H&M, Gant, Hugo Boss, Intimissimi, Theorie and Qui Set. Currently Lena is brand ambassador for Maybelline New York, Montblanc and adidas. At the age of 20 Lena took over her first TV show. Since then she has become an integral part of German and Austrian television. In the years 2013 and 2014 Lena was part of the jury panel of the successful Saturday evening show "Das Supertalent" on RTL. Since 2015 Lena is exclusively under contract to ProSieben and presents various prime time shows. In October 2015 she joined Thore Schölermann as the host of the internationally most successful music casting show "The Voice". She also received her own show, "Frankenstein", a hidden camera program, which was broadcast for the first time in September 2015. In 2017 there will also be different TV shows with Lena as well as the 7th season of "The Voice of Germany".

About AIDA Cruises:

AIDA Cruises is one of the fastest growing and most economically successful tourism companies in Germany. Around 8,000 personnel from 40 countries work on shore and on board the AIDA ships. With eleven cruise vessels, AIDA currently operates one of the most modern fleets in the world. This year, AIDA Cruises will welcome the 12th cruise ship of its fleet with the arrival of AIDAPERLA, which will offer cruises departing from Palma de Mallorca and Barcelona from June 2017.

In addition, two more new vessels will be completed by 2021 at the Meyer Werft shipyard in Papenburg (Germany). With the "Green Cruising" concept, AIDA Cruises will be the first cruise company in the world to be able to run its new generation of ships 100% on liquefied natural gas (LNG) from 2018. For further information, please visit www.aida.de

Herausgeber:
AIDA Cruises
Am Strande 3d | 18055 Rostock
Tel.: +49 (0) 381 / 444-0
Fax: + 49 (0) 381 / 444-88 88
www.aida.de

Communication:
Hansjörg Kunze
Vice President Communication & Sustainability
Tel.: +49 (0) 381 / 444-80 20
Fax: + 49 (0) 381 / 444-80 25
presse@aida.de