



## Press Release

### **AIDA supports everyday heroines with 30,000 euros**

AIDA presented three everyday heroines with a check of 10,000 euros each during three AIDAprima cruises between March 10 to 31, 2018. Bettina Landgrafe, Anja Gehlken and Sylke Hoß were recognized for their voluntary work and courage by Europe's biggest women's magazine at a gala held on AIDAprima last year.

During their cruises, the winners gave the AIDA audience deep and emotional insights into their activities and current projects during the daily talk show in the AIDA Theatrium.

Bettina Landgrafe has been supporting children in need in Africa through her organization Madamfo Ghana for 15 years. "AIDA enables people to discover the world, and I am so pleased to have the opportunity to introduce them to my world and to our cause, which is to make the world a slightly better place," said the 41-year old nurse from Hagen. The donation from AIDA will primarily go towards the "Maternity Program" to combat maternal mortality and diseases in newborns.

Anja Gehlken from East Westphalia was also one of the talk show guests. Her "SCHAKI e.V." initiative supports families whose children suffered a stroke at a young age. The organization's work is centered mainly around "time-out activities." "A large part of AIDA's donation will therefore go towards our family weekend in June 2018. Thanks to the generous support, we will be able to invite twice as many families this year," enthuses the 46-year old.

The third guest on the Theatrium stage was 37-year old Sylke Hoß from Hamburg, who is aiming to make everyday life easier for people with dementia. "Small things can go a long way here," explains the Hamburg local. "For instance, we will use AIDA's donation to expand experience-oriented care. That requires resources as well as specialist therapeutic equipment."

Aside from the three winners mentioned above, AIDA Cruises also recognized three further everyday heroines for their unique dedication and commitment to social causes. Each of the six women can look forward to a donation of 10,000 euros for their project, and a cruise with AIDAprima.

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Issuer:  
AIDA Cruises  
Am Strande 3d | 18055 Rostock  
Tel.: +49 (0) 381 / 444-0  
Fax: + 49 (0) 381 / 444-88 88  
[www.aida.de](http://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](mailto:presse@aida.de)