



## Press release

### **AIDA Cruise & Help once again makes a school wish come true at Christmas: 17th construction project starts in Indonesia!**

For the children in the Indonesian village of Kalisoko, a long-cherished dream will come true this Christmas: With the help of donations from AIDA Cruise & Help, they will receive a new preschool that will give even more children permanent access to education as early as next year.

AIDA Cruise & Help forms the umbrella for all charitable projects of the cruise company AIDA Cruises. Since its foundation in May 2019, a total of 17 school buildings have already been financed worldwide.

"Even in current times, we do not want to forget those people who need our help most urgently. Many of our crewmembers come from developing countries that have been severely affected by the current pandemic. That is why we feel particularly connected to these regions and are very pleased to be able to implement another aid project at the end of the year," says Felix Eichhorn, President AIDA Cruises.

During the past weeks, the AIDA Cruise & Help initiative was able to collect the project costs of around 27,000 euros together with employees, crew and guests. They will be used to build a new preschool in Kalisoko / Indonesia between January and September 2021 in cooperation with the Reiner Meutsch Foundation FLY & HELP. Instead of the currently provisional and dilapidated building, which does not offer enough space for all the children of the village, a safe and spacious learning facility including electrical supply and sanitary facilities will be built.

The focus of AIDA Cruise & Help is in particular on the sustainable improvement of the future prospects of children and young people in emerging and developing countries as well as on social and cultural measures regionally and internationally.

As part of the traditional Christmas and New Year's Eve raffle on board the AIDA ships, AIDA will once again collect contributions for the good cause this year. Guests can also donate in advance when booking a trip via myAIDA or via the initiative's website. In doing so, 100% of the donation proceeds will go to charitable organizations.

More information on AIDA Cruise & Help and the donation process can be found on the website at [www.aida.de/cruiseandhelp](http://www.aida.de/cruiseandhelp).

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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)