



Press Release

AIDAmira naming with Johannes Oerding and top model Franziska Knuppe

A galaxy of famous stars will be attending AIDAmira's naming in Palma de Mallorca on November 30, 2019. Model and TV host Franziska Kuppe will be formally naming the 14th member of the fleet. Thrilling entertainment will be provided by the hugely popular German singer, Johannes Oerding.

This entertainer with the powerful voice is a fixture in the German-language music landscape. To date all of his five albums have gone gold or platinum, and his concerts are taking place at ever-bigger venues. With hits such as "Kreise," "Alles Brennt" or "Leuchtschrift" he has sung his way into people's hearts. From March 2020 the multi award-winning singer-songwriter will be going on a major tour. His single "An Guten Tagen" provided a foretaste of the Münster native's new album which is out this month. Before he once again packs the big stadiums in 27 cities on his Germany tour, guests will have an exclusive chance to see him live aboard AIDAmira.

The naming ceremony will take place in the special setting of a charity event, proceeds from which will go to AIDA Cruise & Help. Since 2018 AIDA has been helping to raise funds under this charitable umbrella as a partner of the Reiner Meutsch FLY & HELP Foundation for the construction of schools in developing and emerging countries. The popular TV host Mary Amiri will moderate the charity event, welcoming guests such as the FLY & HELP founder, Reiner Meutsch.

During her premiere season AIDAmira will be setting a course for the wonders of Southern Africa, with 14-day cruises starting and ending in Cape Town. Other ports of call will be Durban, East London and Lüderitz on the edge of the Namib Desert. The absolute highlights of these cruises will be the multi-night stops in Cape Town and in Walvis Bay in Namibia.

From May to September 2020 AIDAmira will be departing from Corfu on new routes in the Eastern Mediterranean which will take in destinations such as Athens, Santorini, Crete and Brindisi in Apulia on the one hand, and Malta, Sicily, Crotona in Calabria, Olympia and Kefalonia. The two routes can be booked together as a single 14-day cruise.

Advice and booking at travel agencies, by calling the AIDA Customer Center on +49 (0)381/202 707 07 or at www.aida.de/aidamira. More information about sustainability projects is available at www.aida.de/cruiseandhelp.

Rostock, November 6, 2019

Issuer:
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