

Press release



**“Build-A-Bear Workshop” now on AIDA cruises
Captain Teddy Bear very popular with young guests**

The companies AIDA Cruises and Bärenmacher GmbH now ensure soft and cuddly holiday memories with an exclusive cooperation arrangement: as from now, teddy bear fans can create their own AIDA bears on all AIDA ships using the Build-A-Bear Workshop model set.

The AIDA teddy bears are available in the AIDA Shop for €24.95. Young seafarers can also make their own special bear in the Kids Club under the guidance of the AIDA Kids Crew, filling the bear with cotton wool padding as they wish. The children then make wishes and give their new best friend a heart to bring him or her to life. At the end, each child is given a birth certificate for his or her personal teddy bear.

Several different outfits can be chosen for the teddy bear, with the captain’s uniform licensed specially for AIDA proving to be particularly popular.

The cuddly AIDA Clubbies - Dodo, Alwine, Itzi and Achwasachwas (OhWhatOhWhat) - also come from Build-A-Bear Workshop and can likewise be purchased on all AIDA ships.

Rostock, January 29, 2013

Issued by:
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 of PR & Communication
Tel.: +49 (0) 381 / 444-80 20
Fax: + 49 (0) 381 / 444-80 25
presse@aida.de