

Press release



AIDA Cruises is hosting Germany's biggest Marty McFly welcome party at sea

Up to 20,000 "Back to the Future" fans will celebrate October 21, 2015, on board AIDA's ten ships

They have cult status: Marty McFly a.k.a. Michael J. Fox and his "DeLorean" – the coolest time machine in film history – from "Back to the Future." For all fans of the science fiction trilogy, October 21, 2015, is legendary. In 1989, Marty McFly and his friend, the scientist Dr. Brown, take off in their time machine for this future date. To duly celebrate their arrival, Germany's leading cruise line, AIDA Cruises, is hosting festive welcome parties on board its 10 ships.

Whether in the Theatrium or on the huge LED walls on the AIDA fleet's pool decks – on October 21, 2015, the entire "Back to the Future" trilogy will be shown. The musical journey through time will then continue at Marty McFly Parties with evergreens like "Johnny B. Goode" or "The Power of Love." Fans can test their knowledge with the big "Marty McFly Quiz."

Kids & teens who share their parents' enthusiasm can build their own hoverboards and clocks. We can't wait to see where their time travels take them. Naturally, the event will be celebrated with the right refreshments including original Miller beer, popcorn, Pepsi, American pizza, burgers, hot dogs, and donuts.

Those who would like to spontaneously book a trip "Back to the Future" with AIDA can find more information on current offers at travel agencies, online at www.aida.de, or by phoning the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

Rostock, October 6, 2015

About AIDA Cruises:

AIDA Cruises is one of Germany's fastest growing and most financially successful tourism businesses and currently employs around 7,000 people from 40 countries. Of these employees, 6,000 work on board and 1,000 work at the company headquarters in Rostock and Hamburg. AIDA operates and markets a fleet of 10 state-of-the-art cruise ships. The ships are operated in compliance with the highest international quality, environmental, and safety standards. By 2020, the AIDA fleet will expand to 14 ships. AIDA voyages are a sophisticated and lifestyle-oriented vacation at sea, and bring you to 190 of the most exciting destinations in the world. Current trends are quickly embraced and implemented to keep up with the times and the desires of our guests.

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