

Press Release



AIDA Cruises Continues as Main Sponsor of the Festival "Festspiele Mecklenburg-Vorpommern" – Partnership to be expanded further

Over the next three years, the Rostock-based cruise operator AIDA Cruises will continue its support of the "Festspiele Mecklenburg-Vorpommern" as the festival's main sponsor. The sponsorship agreement will ensure commitment through 2015 and will actually enhance cooperation.

Part of the agreement is the sponsorship of several concerts. Besides the opening and closing concerts of this year's summer season, there is notably the award-winner concert in Rostock with Daniel Hope. On July 26th, 2013 in the former 'Werfthalle (Shipyard Hall) 207', the renowned violinist will present "The Four Seasons Recomposed," a modern version of Vivaldi's 'Four Seasons', which last year took the classical music charts by storm.

Furthermore, the company's commitment will move aboard the AIDA ships for the first time. Daniel Müller-Schott, cellist and award winner of the Mecklenburg-Vorpommern Festival, was on board for the maiden voyage of the AIDAstella and gave the audience a world-class concert performance. Further projects mottoed "AIDA meets Classic" are planned as part of this partnership between AIDA and the MV Festival

AIDA Cruises has supported the Festspiele Mecklenburg-Vorpommern Festival since 2004 and is therefore a reliable and long-standing partner of this popular summer festival. As the third largest music festival in Germany, the concerts of the festival enrich cultural life throughout Mecklenburg-West Pomerania, attracting tourists from all over as a result.

Rostock, April 26th, 2013

Photo caption: Dr. Matthias von Hülsen, artistic director; Juliane Tegtmeyer, fundraising director; Michael Ungerer, AIDA president; Dr. Markus Fein, designated artistic director of the festival

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