

Press Release



AIDA Cruises: New Year Raffle to support the SOS Children's Villages

AIDA Cruises has already been supporting the work of the SOS Children's Villages for 10 years, by donating the revenue from the raffle that it traditionally holds on board the AIDA fleet on December 31. This year, the donation will once again benefit aid projects in the Philippines.

"For many years, AIDA has been supporting children's aid projects all over the world by donating the revenue from the traditional New Year Raffles that it holds on board its ships. This year we will once again be gratified by anybody who, in buying a ticket, takes responsibility with AIDA for children, who urgently need our support," says Chief Sustainability Officer Monika Griefahn. AIDA Cruises will be offering raffle prizes of a total of 20 cruises and numerous high-quality non-cash prizes.

Supporting charitable projects is an important part of the AIDA corporate culture and a matter close to the company's heart. AIDA sponsors many social and cultural facilities and maritime organizations as a long-standing partner, is also a sport sponsor and, since 2002, has been the main sponsor of the Festspiele Mecklenburg-Vorpommern, one of Germany's biggest classical music festivals.

For more information about the projects that AIDA Cruises sponsors, and its social involvement, go to www.aida.de/aidacares.

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