Press Release

AIDA Cruises supports Hanse-Tour-Sonnenschein e.V. to benefit children with cancer or other chronic illnesses

AIDA Cruises has supported the Hanse-Tour-Sonnenschein charity bike ride 2015 as a long-standing partner. From August 6-9th, 275 cyclists took to the road to raise money for children's cancer research on the 650-kilometer stretch from Havelberg to Rostock. The donations are to go toward developing new treatment concepts and improving the nursing and psychosocial care of children with cancer. Participants in the Hanse-Tour-Sonnenschein 2015 raised EUR 130,000. This year's funds will be donated to the «Mike Möwenherz» palliative team and the Björn-Schulz Foundation in Berlin.

AIDA Cruises provided a one-week AIDA cruise to the Canary Islands including flight and a bicycle and other prizes for the drawing that was held as part of the charity bike ride.

"Supporting this volunteer-run project is near and dear to us here at AIDA. It is our hope that by participating we will raise awareness for this project and thereby help continue to support the research so that the lives of seriously ill children and their parents can be made a little bit easier," Dr. Monika Griefahn, Chief Sustainability Officer at AIDA Cruises.

Supporting charitable projects is an important part of the corporate culture at AIDA Cruises. The company has been a long-time supporter of numerous social or cultural institutions and organizations. AIDA Cruises has been making annual donations to SOS Kinderdorf e.V. for 10 years, has taken over sports sponsorships, and since 2002, has been one of the main sponsors of the "Festspiele Mecklenburg-Vorpommern," one of the largest classical music festivals in Germany.

All information about the environmental and social engagement of AIDA Cruises is available in the AIDA cares annual sustainability report at www.aida.de/aidacares.

Rostock, August 10, 2015