



## Press Release

### **Ben Becker stole the show at AIDA Festspiel M-V concert in Rostock** **Pure emotion during the actor's literary performance at AIDA Home**

At the Festspiele concert on July 27, 2016, in Rostock, AIDA Cruises presented one of the most extraordinary artists of this year's Festspiele Mecklenburg-Vorpommern: actor and singer Ben Becker.

Alongside his long-time friend and musical accompaniment Yoyo Röhm, the thespian's unmistakable voice had about 600 guests tingling with emotion in the sold-out shipbuilding hall 207. The literary-musical evening included the artists' handpicked selection of German poetry from Ludwig Reiners' famous collection "Der Ewige Brunnen." The program spanned from Goethe to contemporary songs by Rio Reiser.

After the Festspiele concert about 200 guests enjoyed an after-show party at AIDA Home. The guests were able to cap off the evening with an exclusive bonus literary performance by Ben Becker, cold drinks and the legendary currywurst from the Scharfe Ecke on AIDAprima.

AIDA Cruises has supported the Festspiele Mecklenburg-Vorpommern since 2002 and thus ranks among the longest-standing sponsors of one of the largest classical festivals in Germany. Felix Eichhorn, President of AIDA Cruises, places special value on this partnership: "Every year, this festival delights thousands of people with extraordinary concerts. Continuously surpassing the expectations of guests and having the courage to try out new things is what characterizes AIDA as well."

Rostock, July 28, 2016

#### **About AIDA Cruises**

AIDA Cruises is one of the fastest growing and most financially successful tourism businesses in Germany. The company employs about 8,000 people from 40 different countries at their corporate offices and on board AIDA ships. AIDA Cruises operates and markets one of the world's most state-of-the-art fleets, currently comprising 11 cruise ships. The ships are operated in compliance with the highest international quality, environmental and safety standards. Three additional ships will be commissioned in the coming years. With its "green cruising" concept, AIDA will be the first cruise line in the world to operate ships entirely with LNG (liquefied natural gas) starting with the new ship generation 2019/2020. [www.aida.de](http://www.aida.de)

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