



Press release

AIDA supports democracy initiative "WE. Success needs diversity"

In 2016, the cruise line AIDA Cruises once again offers its support to the democracy initiative "WIR. Erfolg braucht Vielfalt" ("WE. Success needs diversity") by the state of Mecklenburg-Western Pomerania with a donation of 5,000 euros. With this, AIDA Cruises takes a stand against right-wing extremism.

On June 2, 2016, Sylvia Bretschneider, President of the Mecklenburg-Western Pomerania State Parliament, and Martin Scriba, the initiator of the initiative, presented AIDA Cruises with a symbolic share in democracy.

"Cultural diversity is an essential part of our corporate culture," said Hansjörg Kunze, Vice President Communication & Sustainability at AIDA Cruises. "AIDA Cruises currently employs personnel from more than 40 nations. Open-mindedness, respect and teamwork among people from different countries of the world are values that are firmly anchored in our company and that our employees bring to life. For us it goes without saying that we are committed to social diversity."

Cultural diversity is not only an important cornerstone of a democratic and livable society, but it is also essential for the economic growth of the region. AIDA Cruises, a successful multinational corporation and the largest employer in the region, offers its support to the "WE" initiative's commitment for an open-minded and democratic Mecklenburg-Western Pomerania.

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