

Press Release

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Holland America Line comes on board **with Blue Planet II Live in Concert**

Leading international cruise company, Holland America Line, has been confirmed as a Gold Sponsor for the breathtaking *Blue Planet II Live in Concert*, hosted by UK superstar Joanna Lumley in Australia next March.

Using footage from the BAFTA Award-winning BBC Studios Natural History television series *Blue Planet II*, presented by Sir David Attenborough, *Blue Planet II Live in Concert* will bring the wonders and mysteries of the planet's oceans and its inhabitants to the stage. Narrated by the iconic Joanna Lumley in her first Australian stage appearance and accompanied by the original immersive music score by Hans Zimmer, Jacob Shea and David Fleming, the concert will be performed live by Australia's finest symphony orchestras, creating a truly magical experience.

The sponsorship package for this high profile tour will see Holland America Line integrated across the entire marketing campaign for the tour and further strengthens Holland America Line's existing fleetwide partnership with BBC Earth, which launched in 2017.

The partnership sees Holland America Line's guests immersed in BBC Earth's award-winning, world-class captivating experiences via unique performances and programs. Together the BBC and Holland America Line are committed to bringing world-class experiences to guests and audiences around the globe.

The *Blue Planet II Live in Concert* partnership was brokered by Chantal Bindley, Head of Live Entertainment at BBC Studios ANZ and Brendan Wall, Marketing Manager for Holland America Line, Australia.

Chantal Bindley says: '*Blue Planet II Live In Concert* is a premium concert event and we are delighted to have found alignment in our partnership with Holland America Line, which shares an interest in helping people explore all corners of the globe and in providing enriching experiences. We are looking forward to having them on board.'

Brendan Wall says: 'Our guests are as passionate and earnest about discovering the natural world as we are and *Blue Planet II Live in Concert* is the perfect opportunity to take audiences on a voyage of discovery. It is truly a pleasure and honour to be a part of bringing world class events to everyday Australians.'



Blue Planet II Live in Concert will tour Sydney, Melbourne and Brisbane in March 2019 and is produced by BBC Studios and Andrew Kay & Associates. Tickets will be on sale from 15 October, 2018 via www.blueplanet2live.com.au.

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For more information, please contact: Laura Dumbrell, Head of Communications at BBC Studios ANZ, on 02 9744 4502

NOTES TO EDITORS

About BBC Studios

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. Formed in April 2018 by the merger of BBC Worldwide and BBC Studios, it spans content financing, development, production, sales, branded services and ancillaries. BBC Studios' award-winning British programmes are internationally recognised across a broad range of genres and specialisms. It has offices in 22 markets globally, including seven production bases in the UK and production bases and partnerships in a further nine countries around the world. The company, which makes 2500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK's independent sector. BBC Studios has revenue of £1.4bn, and returns around £200m to the BBC Group annually, complementing the BBC's licence fee and enhancing programmes for UK audiences.

bbcstudios.com

About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)] Holland America Line's fleet of 14 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 113-day itineraries, the company's cruises visit all seven continents, with highlights including Antarctica explorations, South America circumnavigations, Cuba cruises and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada and New England, Europe and the Panama Canal. The line welcomed Koningsdam in 2016 and has a second Pinnacle-class ship, Nieuw Statendam, to be delivered in December 2018. A third Pinnacle-class ship, due for delivery in 2021, recently was announced.

The company is undergoing \$300 million in brand enhancements to secure its position as the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge through an exclusive partnership with O, The Oprah Magazine; during an America's Test Kitchen show; at Explorations Café presented by The New York Times; and by taking a Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council, comprising world-famous chefs who design dishes exclusively for our guests.

Find Holland America Line on Twitter, Facebook and the Holland America Blog. Access all social media outlets via the home page at hollandamerica.com.