



## Press Release

### **Franziska Knuppe names AIDAmira Christening concert with Johannes Oerding & Charity event for AIDA Cruise & Help**

On November 30, 2019, AIDA Cruises welcomed AIDAmira, the fourth Selection Class vessel, to its fleet. Model and TV host Franziska Knuppe, with Captain Manuel Pannzek by her side, christened AIDAmira successfully on Saturday evening at 11 p.m. in Palma de Mallorca. A fireworks display above the Majorcan port, that lasted around 20 minutes, opened the christening party. Star guest Johannes Oerding delighted the 1,000 guests on board with his hits.

Another highlight of the christening evening aboard AIDAmira was the charity event for AIDA Cruise & Help. The event was hosted by Mary Amiri. Auctions included an original Rizzi, exclusive experiences with the other star guests on board such as a market tour with star chef Stefan Marquard, who also created the christening menu, as well as a bottle of champagne signed by the evening's star guests.

AIDA President Felix Eichhorn was pleased to hand over a check of 78,500 euros to Reiner Meutsch and his foundation FLY & HELP at the end of the evening.

"I would like to thank all our guests and partners who helped us with our project that we take closely to heart, the construction of schools in developing and emerging countries", said Felix Eichhorn. Proceeds will go to a school being built in Namibia. This is already the seventh school project built by AIDA Cruise & Help in cooperation with the Reiner Meutsch Foundation.

On November 30, 2019, the ship will be going on a Welcome Cruise in the Mediterranean. The maiden voyage until December 4, 2019, will take the new Selection ship to Sète in the south of France, the Catalan metropolis of Barcelona, and back to Palma de Mallorca.

During the premiere season 2019/2020, AIDAmira is heading to the wonders of southern Africa. The 14-day cruise will begin and end in Cape Town. Further ports are Durban, East London and Lüderitz on the edge of the Namib Desert. The absolute highlight of the cruises will be the multi-night stops in Cape Town and at Walvis Bay in Namibia.

From May to September 2020 AIDAmira will be sailing from Corfu on cruises in the Eastern Mediterranean. The itinerary takes in Athens, Santorini, Crete and Brindisi in Apulia. On the other cruise, guests will get to see Malta, Sicily, Crotona in Calabria, Olympia and Cephalonia. The two routes can be combined, and booked as a 14-day cruise.

Information and booking at travel agencies, by calling the AIDA Customer Center on +49(0)381/202 707 07 or at [www.aida.de/aidamira](http://www.aida.de/aidamira).

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### **Note for editors:**

Text and pictures of the AIDAmira naming are available via the following links:  
[www.aida.de/press](http://www.aida.de/press), under the tab "Digital Press Kit AIDAmira" and  
[http://www.image.net/AIDAmira\\_christening\\_mallorca](http://www.image.net/AIDAmira_christening_mallorca)

Rostock, November 30, 2019

### **Further information:**

#### **Franziska Knuppe`s baptismal verse:**

The godmother, dressed in a robe from the Berlin fashion label Lana Mueller, named an AIDA ship for the second time.

"Beautiful ship, may you show your guests the wonders of the world, and give them unique moments of happiness. Dear godchild, I name you AIDAmira, and wish you, your guests and your crew safe travels, and hope that you always have a hand's breadth of water beneath your keel."

#### **Data AIDAmira:**

Decks: 13  
Length: 216 m  
Width: 29 m  
Draught: 7m  
Tonnage: 48,200 GT  
Guest cabins: 714  
Restaurants: 5  
Bars: 7  
Year of construction: 1999  
Building yard: Chantiers de 'Atlantique, Saint-Nazaire (France)

2019 conversion into AIDA Selection ship at the Italian shipyard: San Giorgio del Porto in Genoa (Italy) from October 30 to November 28, 2019.

The investment volume for the conversion amounted to more than 50 million euros.

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