

Oct 03, 2019 16:16 BST

## **Fred. Olsen Cruise Lines launches new six-month sponsorship of Channel 4's 'Life in the Sun' TV series**

Fred. Olsen Cruise Lines has launched a series of destination-led advertisements to run alongside Channel 4's popular 'Life in the Sun' series of TV programmes, as part of a new six-month sponsorship deal, aimed at those who have never tried a Fred. Olsen cruise holiday before. The first Fred. Olsen-sponsored advertisement aired on Channel 4 on 1st October 2019, ahead of 'A Place in the Sun'.

Other Fred. Olsen advertisements will also appear alongside associated lifestyle programmes, 'A New Life in the Sun' and 'Sun, Sea and Selling Houses', shown across Channel 4 and More 4.

The advertisements, which are featured at the beginning and end of the programmes and during breaks, will focus on a number of the exotic destinations that Fred. Olsen will be visiting in 2020/21, including Australia, Indian Ocean, Japan, South America and Thailand.

Jackie Martin, Sales and Marketing Director at Fred. Olsen Cruise Lines, said:

"This marks the start of an exciting six months of sponsorship, showcasing our brand to a whole new audience.

"While we know that these viewers are already hugely interested in travel, many of them will never have cruised before. So, this is a great opportunity to introduce them to the wonderful world of cruising with Fred. Olsen.

“Like Fred. Olsen, Channel 4 and More 4 are both much-loved and respected brands, making this new partnership the perfect fit.”

Fred. Olsen is renowned for its innovative itineraries, and is proud to have been crowned ‘Best for Itineraries’ by Cruise Critic experts in the prestigious ‘UK Editors’ Picks Awards’, for a record four years in a row, as well as ‘Best for Shore Excursions’ for the first time.

**For further information on Fred. Olsen Cruise Lines, visit the website at [www.fredolsencruises.com](http://www.fredolsencruises.com)**

---

Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

## Contacts



**Georgina May**

Press Contact

PR Manager

[georgina.may@fredolsen.co.uk](mailto:georgina.may@fredolsen.co.uk)



**Georgie Long**

Press Contact

PR Executive

[georgie.long@fredolsen.co.uk](mailto:georgie.long@fredolsen.co.uk)