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## ‘Fred. Olsen Cruise Lines 2013 World Indoor Bowls Championships’ Finals Weekend

Fred. Olsen Cruise Lines is enjoying a second year as the title sponsor of the ‘World Indoor Bowls Championships’, which is running until 27<sup>th</sup> January 2013 at the five-star Potters Leisure Resort in Hopton on Sea, Norfolk.

The ‘Fred. Olsen Cruise Lines 2013 World Indoor Bowls Championships’ – the premier event in the international bowls calendar – is being shown live on BBC television, as well as gaining global exposure on Eurosport and Sky TV, and reaches its climax with the Finals at the weekend, Saturday 26<sup>th</sup> and Sunday 27<sup>th</sup> January 2013.

The sponsorship deal came about through Fred. Olsen’s partnership with Potters’ specialist company [No Fly Cruising.com](http://NoFlyCruising.com), which offers an innovative ‘Cruises with Bowls’ product, where cruise guests can take on bowls teams in the destinations that they visit, whilst enjoying the relaxed elegance of a Fred. Olsen cruise.

Nathan Philpot, **Sales and Marketing Director for Fred. Olsen Cruise Lines**, said:

“We are delighted to be enjoying a second year as title sponsors of the prestigious ‘World Indoor Bowls Championships’ and are especially excited at the prospect of a really thrilling final. Indoor bowls is a favourite sport with many of our cruise guests, so there is a natural affinity between us. The weather isn’t very promising at the moment, so I would encourage everyone, who is not away on one of our cruise ships, to settle down in front of the TV this weekend, for some really top class bowls!”

Fred. Olsen operates four traditional, more intimate cruise ships – *Balmoral*, *Braemar*, *Boudicca* and *Black Watch* – and offers a wide range of worldwide itineraries all year round. Voted ‘Best Affordable Cruise Line’ in the ‘2012 *Cruise International Awards*’, Fred. Olsen is one of the market leaders in ex-UK cruise departures, sailing from a wide range of convenient regional UK ports, including the new additions of Harwich – just a short distance from Potters Leisure Resort – Liverpool and Belfast in 2013.

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

## Contacts



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