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## Fred. Olsen Cruise Lines Announces First Bridge Tournament In Partnership with the English Bridge Union and Paul Hackett

Balmoral L1003 Canary Islands from Dover 3<sup>rd</sup> May 2010

Fred. Olsen Cruise Lines has teamed up with the English Bridge Union to offer an EBU -sanctioned bridge tournament on board *Balmoral*, hosted by well-known player and *DailyExpress* bridge correspondent, Paul Hackett.

There will be opportunities for both experienced and novice players to join in the tournaments, taking place on the 12-night cruise Canary Islands cruise, and Paul Hackett will be giving talks and commenting on each day's play. Marketing manager for Fred. Olsen, Mike Bird, said: "This is a wonderful opportunity for us, as we have always had many guests on board who are keen bridge players. This new partnership with the English Bridge Union takes bridge on board to a new level and offers really keen players a way to enjoy a great holiday, while playing some top class, competitive bridge at the same time."

Paul Hackett is a member of the World Senior Championship team which won Gold in Sao Paulo in September – the first time in 50 years that English players have won a Gold medal. Paul will be an exceptional and knowledgeable host for this first ever tournament collaboration between Fred. Olsen Cruise Lines and the EBU.

In addition to the bridge element, the cruise has a very attractive itinerary. Sailing from Dover on May 3, 2010 aboard the elegant ship *Balmoral*, the cruise visits Madeira, La Palma, Tenerife, Gran Canaria and the Portuguese capital Lisbon, before returning to Dover.

Prices start from £1,004 per person, based on two sharing an inside twin cabin and include all meals and entertainment on board, plus port taxes. Those taking part in the bridge sessions must pre-book and there is an additional charge of £100 per player for participation. Players will earn EBU points from their involvement in the exclusive tournament.

For more information on *Balmoral* and this particular cruise itinerary, visit <http://www.fredolsencruises.co.uk/>. To book, call reservations on 01473 742424, or see an ABTA travel agent - you can also book online. **Note: participation in the Bridge Group must be booked through Fred. Olsen Cruise Lines.**

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

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