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## Fred. Olsen Cruise Lines appoints Pop Up Entertainment as new production company on board Braemar

Fred. Olsen Cruise Lines is pleased to announce the appointment of Pop Up Entertainment as the new production show company aboard its ocean ship, *Braemar*, with effect from 1<sup>st</sup> June 2020.

Based in Blackburn, Lancashire and led by Managing Director Amy Toole, Pop Up Entertainment submitted its tender in June 2019 to provide production shows on board *Braemar*. After an in-depth selection process, involving reviewing show-reels, meeting various show companies, and watching performances up and down the UK, Fred. Olsen finally awarded the contract

to Pop Up Entertainment, out of some twenty tenders received overall.

Pop Up Entertainment will be providing 924-guest *Braemar* with a series of brand new shows throughout each cruise season, with effect from 1<sup>st</sup> June 2020, produced exclusively for Fred. Olsen.

Helen Bennett, Entertainment & Enrichment Manager for Fred. Olsen Cruise Lines, said:

"We are very excited to be working with Amy and her creative team at Pop Up Entertainment. The production team is made up of experienced performers, most of whom have worked for us in the past, and they are a fresh, young and highly-motivated company.

"We have tremendous confidence that Pop Up Entertainment will provide us with fresh and highly creative new shows and we look forward to working closely with them."

Amy Toole, Managing Director of Pop Up Entertainment, said:

"I am absolutely delighted that Pop Up will be providing production shows for Fred. Olsen Cruise Lines. We are thrilled to be bringing a new wave of entertainment to guests on board *Braemar*, offering something traditional, yet with a contemporary and fresh approach.

"I have an incredibly strong team already working hard to bring the shows to life and I know I can speak for everyone when I say we are extremely passionate in bringing something to Fred. Olsen that its guests have never seen before."

Fred. Olsen continues to work with Mirage Shows & Productions across the rest of its ocean fleet, on board *Balmoral*, *Boudicca* and *Black Watch*.

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

**To find out more about Pop Up Entertainment, go to [www.popupentertainment.co.uk](http://www.popupentertainment.co.uk)**

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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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