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Fred. Olsen Cruise Lines is a Major Sponsor of the RNLI's 2011 'Thank You' Awareness Campaign

Fred. Olsen Cruise Lines is a major sponsor of the Royal National Lifeboat Institution's (RNLI) new promotional campaign for 2011, aimed at raising awareness of the charity and the vital work it does, as well as recognising the important role that its supporters play in helping to save lives at sea.

The 'Thank You' campaign will be running with The Telegraph and Classic FM. A key part of the activity will be a promotion with Classic FM that looks to celebrate its supporters' commitment through the commissioning of a CD of classical music inspired by the sea and the work the RNLI does, which will be available for sale and download. As part of the promotion, the RNLI plans to ask Classic FM listeners and its own supporters to call in / go online to vote for their favourite pieces of maritime-inspired music, with the chance to win one of five exclusive Fred. Olsen cruises for two.

Fred. Olsen is the RNLI's longest running corporate partner, having been associated with the charity for over 40 years, and in 2010 received a 'Lifetime Achievement Award' from Royal Patron H.R.H. Prince Michael of Kent in recognition of its ongoing commitment. During its 40-year partnership, guests' generous onboard donations have funded four inshore lifeboats, three mobile training units, three seminar rooms at The Lifeboat College in Poole in Dorset, and the development and funding of three DODO (drive-on, drive-off) lifeboat launching trolleys.

Mike Rodwell, Managing Director of Fred. Olsen Cruise Lines – who was presented with the 'Lifetime Achievement Award' on behalf of the company – said:

“The long-standing association between the RNLI and Fred. Olsen Cruise Lines is one of which we are immensely proud, and the enthusiasm of our guests in their fundraising activities is wonderful. A lot of our guests are members of the RNLI already, and we look forward to welcoming many more of them onboard in the future.’

Spencer Gammond, RNLI’s Head of Communications, said:

“We are delighted that Fred. Olsen Cruise Lines has been able to support us in such a generous way in this year’s campaign by donating not one but five exclusive cruises for two for our campaign competition, and we are immensely proud of the partnership we have built up over the 40 years we have been working together.

“In these times of economic uncertainty, we are faced with a number of challenges in mobilising new support. It is therefore important that – as well as trying to encourage new supporters – we recognise the tremendous efforts of our existing ones. This year’s campaign will act as a reminder that lives are saved every day thanks to our volunteer lifeboat crews and lifeguards, but also because of our loyal group of supporters – without whom it wouldn’t be possible.”

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

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