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Fred. Olsen Cruise Lines is proud to support the Sir Bobby's Breakthrough Auction to raise £1 million to fight cancer

Fred. Olsen Cruise Lines is proud to be an Official Supporter of the Sir Bobby's Breakthrough Auction in 2013, which is aiming to raise £1 million for the Sir Bobby Robson Foundation and Breakthrough Breast Cancer, as well as two Suffolk Hospitals – [Ipswich Hospital NHS Trust](#) and [West Suffolk Hospital Trust](#) – via an online auction, now running at www.sirbobbysbreakthroughauction.com until 27th October 2013. Fred. Olsen has donated two major prizes; two round-the-world cruise tickets for 2014, worth over £20,000, and two tickets for any cruise from the UK in 2014, for up to 14 nights. And to make these prizes even more attractive to bidders, all the food and entertainment are included whilst on board the ship!

Sir Bobby Robson fought cancer five times during his life. Sadly, 17 years after his first diagnosis, he lost his long and courageous battle, on 31st July 2009. The Sir Bobby Robson Foundation focuses upon the early detection and treatment of cancer and the clinical trials of new drugs.

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

“This is a very special cause for Fred. Olsen Cruise Lines; having our headquarters in Ipswich means that we that feel a very special bond with Sir Bobby Robson, and by offering these exciting cruise prizes, we hope to help the Sir Bobby's Breakthrough Auction to raise £1 million to support Sir Bobby's life-saving Foundation and the valuable work of Breakthrough Breast Cancer, as well as two vital Suffolk Hospitals.”

The Sir Bobby's Breakthrough Auction is backed by an impressive list of celebrities, sporting stars and leading businesses, and there is an exceptional array of 'money-can't-buy' prizes up for grabs, offering 'something for everyone'. Fred. Olsen's incredible star prize of a 'World Cruise' for two aboard *Balmoral* – for a total of 104 nights – will take the lucky bidder to some of the most breathtaking countries and cities imaginable. From Europe to the Far East and the Caribbean, this is a cruise of discovery for those wanting to broaden their horizons.

Departing from Southampton on 5th January 2014, *Balmoral* calls into Spain, before heading to Egypt, the land of the Pharaohs. With stops at Alexandria, Sharm el-Sheikh and Safaga to see the great Pyramids, enjoy sun-drenched beaches and relax by the Red Sea.

Balmoral then moves on to Omar and Dubai, before reaching mystical India. Exploring the delights of Mumbai and Cochin, take time out to visit the stunning Taj Mahal. Continuing on to Sri Lanka and Myanmar, *Balmoral* stops overnight in Singapore and Hong Kong, before visiting the historic island of Hiroshima in Japan, along with Osaka and Yokahama. The dream destinations of Hawaii follow: Nawiliwili, Honolulu and Hilo.

After an overnight stay in sunny San Diego, in the United States, *Balmoral* continues to Mexico, Guatemala and Costa Rica. This global odyssey then heads for the Caribbean, touring destinations such as Barbados, St. Lucia and Antigua, before returning to Southampton on 19th April 2014.

Gina Long, founder of the Sir Bobby's Breakthrough Auction, said:

“I was lucky enough to know Sir Bobby and Lady Elsie for over 35 years. Sir Bobby was loved the world over and I, along with a brilliant committee, wanted to create something very special to honour him. This is a fantastic platform that allows everybody to become involved in helping us raise crucial funds for The Sir Bobby Robson Foundation, Breakthrough Breast Cancer and two Suffolk hospitals.”

Fred. Olsen has already made a significant donation to the Sir Bobby Robson Foundation, and the cruise line also operated a special three-night 'Sir Bobby Robson Cruise' from Harwich in Summer this year. This fundraising mini-break sailed from Harwich, Essex, the closest cruise port to Sir Bobby Robson's team, Ipswich Town Football Club, and visited Amsterdam – home to Sir Bobby's former club, PSV Eindhoven – and returned to Newcastle, Sir Bobby's home town. Generous guests on board this trip down memory lane succeeded in raising £8,853 through raffles and auctions on board, assisted by much-loved former Ipswich players Allan Hunter, George Burley, John Wark and Bryan Hamilton, together with Guest of Honour, Lady Elsie Robson, Sir Bobby's widow.

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

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