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Fred. Olsen Cruise Lines launches TV campaign to highlight its longest-ever 'Grand Voyage' to the Far East in 2015

Fred. Olsen Cruise Lines has launched a promotional TV campaign on four digital channels – Drama, Alibi, Yesterday and Home – to showcase the amazing destinations and outstanding value for money that is on offer on its 119-night L1501 'Far East Explorer' cruise, sailing from Southampton on board *Balmoral* on 4th January 2015. Guests will get the chance to visit a total of 51 destinations, in 24 countries, across three different continents, navigating three oceans and 10 seas, whilst passing through 13 time zones - all from just £79 per person*, per night.

The three minute long TV advertisement, which will run until September 21st 2014, brings to life the wealth of exotic and unusual destinations that Fred.

Olsen guests can explore on this very special Far East voyage, and features spectacular imagery and magical experiences that are bound to inspire. The TV campaign will also be supported by a comprehensive mix of print, online and social media promotional activity.

Fred. Olsen – named one of *Which?*'s Top 3 cruise lines in the UK and a 'Recommended Provider' in its 2014 cruise survey – recently launched its new 'Worldwide Cruises 2015/16' brochure, featuring its most ambitious and unique cruise programme ever. In 2015/16, Fred. Olsen's fleet of four smaller, more intimate ships - *Balmoral*, *Braemar*, *Boudicca* and *Black Watch* - will visit a total of 243 destinations in 80 countries around the globe, departing from ten convenient regional UK ports: Southampton, Dover, Harwich, Tilbury, Avonmouth (Bristol), Liverpool, Newcastle, Greenock (Glasgow), Rosyth (Edinburgh) and Belfast.

*Price is based on two adults sharing a twin-bedded, Inside cabin, and includes accommodation, all meals and entertainment on board, plus port dues.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com Book online, call Reservations on 0800 0355 242 (Monday to Friday, 8am to 8pm; Saturday, 9am to 5pm; Sunday, 10am to 4pm), or visit an ABTA travel agent.

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

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