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Fred. Olsen Cruise Lines named 'Official Partner' of the English Indoor Bowling Association

Fred. Olsen Cruise Lines has been named as an 'Official Partner' of the English Indoor Bowling Association ('EIBA'). The EIBA is the Governing Body for the sport of flat green indoor bowls in England, with 300 affiliated Clubs nationwide. 100,000+ players are affiliated to the EIBA via their Clubs, and 63 County Associations are also affiliated.

Fred. Olsen's new partnership with the EIBA means that the cruise line will be supporting national televised indoor bowling events nationwide, as well as undertaking local activity with EIBA members across the country.

Peter Thompson, Chief Executive of the English Indoor Bowling Association, said:

“To secure Fred. Olsen Cruise Lines as an official partner is a tremendous coup and will provide a massive boost for the association and the sport. Not only will they be promoting their cruises to indoor bowlers throughout the country, they genuinely want to help the sport develop at grass roots level by promoting indoor bowls to their customers.”

Keith Norman, Business Development Manager for Fred. Olsen Cruise Lines, said:

“Fred. Olsen Cruise Lines is delighted to support and be associated with the English Indoor Bowling Association. There is a natural link between our customer base and the indoor bowling community, and we look forward to growing a successful and mutually-beneficial partnership with this leading sports Governing Body and its 300 affiliated Clubs.

“We know that many of our guests on board our ships enjoy indoor bowling and, similarly, many indoor bowlers enjoy cruising, so a partnership with the EIBA felt a natural fit. Working together, we will be able to help to develop the sport of indoor bowling, whilst at the same time offering special cruise benefits to EIBA members.”

Fred. Olsen operates four smaller, more intimate cruise ships – *Balmoral*, *Braemar*, *Boudicca* and *Black Watch*. During the 2016/17 cruise season, Fred. Olsen’s fleet will be visiting no fewer than 253 destinations in 84 countries around the globe – more than any other cruise line!

Fred. Olsen offers convenient, regional departures from a total of ten ports around the UK – Southampton, Dover, Harwich, Tilbury, Falmouth (a new addition in 2016), Liverpool, Newcastle, Rosyth (for Edinburgh), Greenock (for Glasgow) and Belfast – giving EIBA Clubs and their members unrivalled access to a Fred. Olsen cruise holiday.

For further information on Fred. Olsen Cruises Lines, visit the website at www.fredolsencruises.com To learn more about the English Indoor Bowling Association, go to www.eiba.co.uk

Photo caption: (L-R) Keith Norman, Business Development Manager for Fred. Olsen Cruise Lines and Peter Thompson, Chief Executive of the EIBA celebrate Fred. Olsen Cruise Lines becoming an 'Official Partner' of the English Indoor Bowling Association.

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

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