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Fred. Olsen Cruise Lines Receives Lifetime Achievement Award from RNLI

Fred. Olsen Cruise Lines has received a Lifetime Achievement Award from the Royal National Lifeboat Institution – RNLI – in recognition of the cruise lines' 40 years of fundraising for the Lifeboat charity. The award was presented to Fred. Olsen managing Director, Mike Rodwell, by HRH Prince Michael of Kent at the charity's annual presentation, held at the Barbican Centre on Thursday 27th May.

Fred. Olsen is the RNLI's longest running corporate partner, having been associated with the RNLI for 40 years. Over that time, passengers and staff have raised many thousands of pounds through activities such as raffles, quizzes and competitions. The money has funded three inshore lifeboats, three mobile training units, fitted out three seminar rooms at Lifeboat College and paid for three DoDo (drive on drive off) lifeboat launching trolleys. In autumn 2009, the cruise line reached its target of £150,000 for a fourth inshore lifeboat - an Atlantic 85 – which will come on service in late 2010 or early 2011.

Receiving the award, Mike Rodwell paid tribute to the tireless fundraising efforts of passengers over the years, many of whom are members of the RNLI, and expressed his pride in receiving the award on behalf of the cruise line.

Find out more about Fred. Olsen Cruise Lines at www.fredolsencruises.co.uk and about the RNLI at www.rnli.org.uk.

Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for

a more personal cruising experience.

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