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Fred. Olsen Cruise Lines renews its title sponsorship of the '2013 World Indoor Bowls Championships'

[Fred. Olsen Cruise Lines](#) has once again been named as the title sponsor of the 'World Indoor Bowls Championships', which will run from 11th to 27th January 2013 inclusive at the five-star Potters Leisure Resort in Hopton on Sea, Norfolk. This follows the cruise line's successful first foray into the event in January 2012.

The 'Fred. Olsen Cruise Lines 2013 World Indoor Bowls Championships' – the premier event in the international bowls calendar – will be shown live on BBC television, as well as gaining global exposure on Eurosport and Sky TV.

This renewed sponsorship deal has come about through Fred. Olsen's partnership with Potters' specialist company [No Fly✕ Cruising.com](http://NoFlyCruising.com), which offers an innovative 'Cruises with Bowls' product, where cruise guests can take on bowls teams in the destinations that they visit, whilst enjoying the relaxed elegance of a Fred. Olsen cruise.

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

“At Fred. Olsen Cruise Lines, we are always looking to bring our guests new and innovative experiences on board our cruises, and this sponsorship deal with Potters – home of world indoor bowls – and our partnership with No Fly Cruising gives our customers the chance to indulge their passion for the sport, whilst enjoying the comfort and style of a Fred. Olsen cruise. We are sure that the forthcoming Championships will be every bit as thrilling as this year's event, and we wish all the competitors the very best of luck.”

John Potter, Owner of Potters Leisure Limited and Cruise Experts Limited, trading as No Fly Cruising, said:

“We are delighted that Fred. Olsen Cruise Lines have once again become title sponsors for the World Indoor Bowls Championships. There are tremendous synergies between our two businesses and the sport of bowls and I look forward to developing these, particularly as we look to expand our Bowls Cruise programme with our first 'Mediterranean Bowls Cruise' on-board Fred. Olsen's *Balmoral* in 2013.”

Fred. Olsen operates four traditional, more intimate cruise ships – *Balmoral*, *Braemar*, *Boudicca* and *Black Watch* – and offers a wide range of worldwide itineraries all year round. Voted 'Best Affordable Cruise Line' in the '2012 *Cruise International Awards*', Fred. Olsen is one of the market leaders in ex-UK cruise departures, sailing from a wide range of convenient regional UK ports, including the new additions of Harwich – just a short distance from Potters Leisure Resort – Liverpool and Belfast in 2013.

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

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