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Fred. Olsen-related companies support the Royal National Lifeboat Institution with £10,000 donation

Fred. Olsen Cruise Lines is proud to pass on a donation of £10,000 to the Royal National Lifeboat Institution (RNLI). This significant donation has been brought about by the generosity of the Fred. Olsen Social Engagement Group, acting on behalf of Bonheur ASA (Bonheur) – the ultimate parent company of Fred. Olsen Cruise Lines – based in Oslo, Norway, in order to benefit the safety of passengers and staff of Fred. Olsen Cruise Lines.

As an integral part of its Corporate Social Responsibility programme, Bonheur makes discretionary annual contributions towards, not only social and

charitable causes, but also projects and activities considered to be close to its sphere of interest. As such, donations towards third-party air and sea rescue activities – in support of safeguarding both the thousands of passengers and staff members aboard Fred. Olsen-related seagoing vessels – have been identified as falling within this remit.

Mike Rodwell, Managing Director of Fred. Olsen Cruise Lines, said:

“We are delighted to be able to pass on this sizeable donation to the RNLI, with whom Fred. Olsen has been working since the 1960s.

“We are the proud to be RNLI’s longest-standing corporate partner and, in January this year, we celebrated the launch of the fifth RNLI lifeboat funded by our generous cruise guests. ‘Pride of Fred. Olsen’, an Atlantic 85 Rigid Inflatable Boat, is currently based in St Helier, Jersey, as part of the RNLI’s relief fleet, and is testament to the passion that we all show at Fred. Olsen towards this important life-saving charity.

“We are now turning our attention to funding the charity’s mobile Diver Health Kiosks, which we recognise will provide divers with a valuable and potentially life-saving resource in terms of being able to assess their health status and suitability before undertaking such strenuous diving activity.

“With Fred. Olsen’s continued focus on upholding the highest standards of safety and well-being in all areas of our operation, it is important that we continue to work closely with the relevant agencies and organisations, in order to be able to provide the best facilities for our passengers and colleagues in the rare event that the worst should ever happen at sea.”

Georgie Rowley, Senior Corporate Manager for the RNLI, said:

“As a charity, we depend on donations to help us save lives at sea. We’re really grateful for the ongoing generosity and support of Fred. Olsen; our partners of over 50 years. This donation from Fred. Olsen will go towards funding our Diver Health Kiosks – which we hope will encourage more divers to make their cardiac health a top priority, by guiding users through a quick questionnaire about their lifestyle and offering a free confidential health statement.”

The RNLI is the charity that saves lives at sea. Its volunteers provide a 24-hour search and rescue service around the coasts of the UK and Republic of Ireland. The RNLI operates 238 lifeboat stations around the UK and Ireland, and has more than 240 lifeguard units patrolling on beaches around the UK and Channel Islands. The RNLI aims to educate, influence, supervise and rescue those at risk from drowning.

Photo caption:

Rachael Jackson, Public Relations Manager for Fred. Olsen Cruise Lines (second from left), presents the Tower RNLI Lifeboat Station on London's River Thames with the Fred. Olsen Social Engagement Group's donation of £10,000 on 8th July 2019, in front of Tower RNLI lifeboat, 'Hurley Burley'.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com. To find out more about the RNLI, go to www.rnli.org.uk

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

Contacts



Georgina May

Press Contact

PR Manager

georgina.may@fredolsen.co.uk



Georgie Long

Press Contact

PR Executive

georgie.long@fredolsen.co.uk