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## Fred. Olsen to Introduce Smoke Free Environment On Board

Smoking will be banned in all indoor areas, and permitted only on cabin balconies, and on specially designated areas of deck space.

This new ruling will come into effect initially on three vessels: *Boudicca*, *Black Prince*, and *Braemar* will become smoke free from their first sailings in 2009 (January 1st, 5th and 8th respectively). *Black Watch* and *Balmoral* will follow suit after completion of their 2009 world cruises (13th April and 29th May).

“A recent very extensive survey amongst our current and past passengers has proved to us without a doubt that this course of action is what most people want and, frankly, expect. Even those passengers who are committed smokers understand the situation and accept that smoking on board will be restricted to balconies and specified deck areas” said Mike Rodwell, managing director of Fred. Olsen Cruise Lines. He continued: “Whilst we may have a few negative comments initially, I am confident that many new customers who are non-smokers will be encouraged to cruise with us in the future.”

Fred. Olsen operates a fleet of five ships with departures from a variety of UK ports, plus a winter Caribbean fly/cruise programme.

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

## Contacts



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