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The 'Baby Boomers' Cruise On - 'Celebrate 65' with Fred. Olsen Cruise Lines

The year 2012 marks the 65th anniversary of the peak of the so-called 'Baby Boom' – born in 1947, the post-war generation that has enjoyed relative prosperity, health, and longevity never previously experienced so generally in this country. Fred. Olsen Cruise Lines, the cruise line of choice for so many of this very special age group, celebrated the 'Baby Boomers' 60th anniversary in 2007, and is now pleased to mark their – even more important – milestone 65th birthday.

Fred. Olsen is launching a celebratory package for anyone who will be cruising on board one of its four stylish cruise ships on their 65th birthday in 2012. This special package comprises:

- £50 onboard spending credit
- A reprint newspaper from their date of birth (where available)
- A special celebration breakfast for two
- Complimentary pre-dinner cocktails for two

In addition, all participants will be entered into a prize draw, with a chance to win 65 days' worth of free cruising*.

It is striking how much the world has changed since 1947: it was the year that the sound barrier was broken for the first time; the International Monetary Fund was founded; the first SAAB automobile rolled off the production line; and the CIA was launched.

However, it is also notable how much of this significant year is mirrored in what we are seeing around us in modern times: we are experiencing some of

the most severe austerity measures in decades – in 1947, Britain was still subject to post-war rationing; Christian Dior introduced his ‘New Look’ in women’s fashion, which is once again making a resurgence; today, we see a world of ever-changing politics – in 1947, India gained independence and civil war broke out on the sub-continent; and we have undergone one of the harshest winters in memory, but thankfully not quite as severe as the ‘big freeze’ of January and February 1947.

Other key events of 1947 include the marriage of Princess Elizabeth to Philip Mountbatten, Duke of Edinburgh, at Westminster Abbey; Cambridge University first admitted women as full students; the ‘Dead Sea Scrolls’ were discovered; and the British coal mines were nationalised – an eventful year, by any standards!

Among the many celebrities reaching 65 in 2012, from the world of showbiz, are:

- David Bowie – English musician, songwriter and actor
- Arnold Schwarzenegger – Austrian former Mr Universe, actor and US politician
- Ronnie Wood – English musician, late of ‘The Faces’, member of the ‘Rolling Stones’
- Pam Ayres MBE – English poet, songwriter and broadcaster
- Carlos Santana – Mexican musician, songwriter and guitarist
- Sir Elton John – English musician and songwriter
- Kiki Dee – English singer and songwriter
- Sir Alan Sugar – English businessman, entrepreneur and latterly ‘fired-up’ television personality

If you share a year of birth with any of these illustrious names, you can enjoy special privileges with Fred. Olsen by booking a birthday cruise. What better way to celebrate?

To find out more about all Fred. Olsen Cruise Lines’ worldwide cruises and the ‘Celebrate 65’ package, visit the website at www.fredolsencruises.com

*Subject to relevant terms and conditions.

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

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