



ON DECK FOR THE CURE™ FACT SHEET

- WHO** Holland America Line and the Holland America Line Foundation are taking the fight against breast cancer to the high seas with On Deck for the Cure, a 5K fundraising walk on each sailing that will raise over \$250,000 annually for Susan G. Komen for the Cure.
- WHAT** To participate in On Deck for the Cure, Holland America Line's shipboard guests and crew are invited to donate \$15 to the Holland America Line Foundation to support Susan G. Komen for the Cure. The Holland America Line Foundation will donate 75% or a minimum of \$11.25 of each \$15 donation to Komen for the Cure.
- Registered participants are invited to meet for a 5K walk at a designated time on the morning of an at-sea day during their cruise. Depending on the ship, participants will walk up to 12 laps around the ship's deck to reach 5K. Participants may also walk less, or not at all, depending on their preference. Children are welcome to participate. Each participant receives an On Deck for the Cure t-shirt and pink rubber wristband as well as a pink lemonade reception following the walk.
- WHERE** Aboard the entire Holland America Line 13-ship fleet for approximately 500 On Deck for the Cure walks a year on cruises worldwide.
- WHY** Holland America Line's charitable programs include cash sponsorships, in-kind shipboard events, a free and reduced-fare cruise program for nonprofit fundraising events, United Way participation, support of employee volunteerism and other philanthropic activities. The Holland America Line Foundation's fundraising programs provide opportunities for employees, guests and others to contribute to specific causes, and other philanthropic activities.
- The goal of On Deck for the Cure is to leverage the Holland America Line fleet as a platform, along with the generosity of shipboard guests and crew, to raise significant funds for breast cancer research, education, screening and treatment programs.
- LAPS PER SHIP** On Deck for the Cure walks will take place on the ships' wide teak promenade decks.
- Maasdam, Ryndam, Statendam, Veendam: 12 laps
 - Prinsendam and Zaandam: 12 laps
 - Amsterdam, Rotterdam and Volendam: 11 laps
 - Westerdam, Zuiderdam, Oosterdam and Noordam: 9 laps
- LOCATION** Nearly 500 On Deck for the Cure walks will occur across the Holland America

OF WALKS Line fleet in the coming year, with walks taking place on cruises all over the world including the Mediterranean, Caribbean, South Pacific, Alaska's Inside Passage, Mexico, the Baltic, Australia, New Zealand and even Antarctica.

CONTACT For more information about Holland America Line's corporate giving program, please email giving@hollandamerica.com.

ABOUT SUSAN G. KOMEN FOR THE CURE

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-800 I'M AWARE.