

# ON DECK FOR A CAUSE

## ON DECK FOR A CAUSE® FACT SHEET

- WHO** Holland America Line and the Holland America Line Foundation continue to take the fight against cancer to the high seas with On Deck for a Cause, a non-competitive 5k fundraising walk on each sailing. This program, announced in February 2013, supports cancer organizations in North America, Europe and Australia: Cancer Council Australia, Canadian Cancer Society, KWF Kankerbestrijding (Dutch Cancer Society), Cancer Research UK and American Cancer Society.
- WHAT** Guests of all ages are invited to donate \$20 to the Holland America Line Foundation, with a minimum of 75 percent (\$15) being distributed to the organizations. The remaining 25 percent will cover program and administrative expenses. On a day at sea, participants are invited to join in a 5k walk around the ship's wide teak decks. Guests may walk less or not at all, as they prefer. Participants will also receive an On Deck for the Cause T-shirt and wristband, and a reception follows the walk. Depending on the ship, the distance to reach 5k ranges from nine to 12 laps.
- WHERE** Aboard the entire Holland America Line fleet of 14 ships there will be approximately 500 On Deck for a Cause walks per year on cruises worldwide.
- WHY** Holland America Line and its corporate foundation's charitable giving programs include cash sponsorships; in-kind donations and shipboard events; free and reduced-fare cruise donations for nonprofit fundraising events; donations of usable shipboard items around the world; support of employee volunteerism; and other philanthropic activities.
- The goal of On Deck for a Cause is to raise significant funds for cancer research, education, screening and treatment programs through the engagement of shipboard guests.
- LAPS PER SHIP**
- Maasdam, Prinsendam, Veendam, Zaandam: 12 laps
  - Amsterdam, Rotterdam, Volendam: 11 laps
  - Westerdam, Zuiderdam, Oosterdam, Noordam, Eurodam, Nieuw Amsterdam, Koningsdam: 9
- LOCATION** Nearly 500 On Deck for the Cause events will occur across the Holland America Line fleet in the coming year, with walks taking place on cruises globally including the Mediterranean, Caribbean, South Pacific, Alaska's Inside Passage, Mexico, Asia, the Baltic, Australia, New Zealand, South America and even Antarctica.

**CONTACT**

For more information about Holland America Line's corporate giving program, please e-mail [giving@hollandamerica.com](mailto:giving@hollandamerica.com). For more information about the individual cancer foundations:

*Cancer Council Australia, visit <http://www.cancer.org.au/>*

*Canadian Cancer Society, visit <http://www.cancer.ca>*

*KWF Kankerbestrijding (Dutch Cancer Society), visit <http://dutchcancersociety.org>*

*Cancer Research UK, visit <http://www.cancerresearchuk.org>*

*American Cancer Society, visit <http://www.cancer.org/>*