

Press release

Press release, August 28, 2014

Viking Line unveils new entertainment concepts

This autumn, Viking Line is launching new, multi-faceted entertainment concepts on its vessels. In addition to the common themes on all its ferries, passengers will be offered entertainment programmes that vary from one vessel to another. These new concepts will enable Viking Line to provide a diverse range of entertainment on different vessels as well as individual theme cruises and food-centric voyages.

Among the items on the autumn entertainment menu will be big cities, the 1950s and Nordic flavours. In addition, Viking Line will offer bingo cruises and cruises that feature beer and wine themes, for example.

“So it will be worthwhile to think about cruise alternatives based on the programme or a particular food-related theme. Instead of one major theme for all our vessels, we would like to offer several entertainment alternatives for our different target groups,” says Christa Grönlund, Communications Manager at Viking Line.

Circus and big city atmosphere

One of the big themes this autumn will be “Bright Lights, Big Cities”, a concept that can be experienced on the Helsinki–Stockholm route. Passengers on board the M/S Mariella and M/S Gabriella will get a dose of big city atmosphere when an international show group takes over these vessels. The group, who will perform in the night club as well as in lobbies and bars, will offer gripping vocal performances and fast-paced shows, as well as circus artistry.

“We can promise superb contemporary circus acts plus versatile song and dance performances. Our goal is to surprise, move and delight our passengers,” says Lotta Bergman, Entertainment Manager at Viking Line.

Experience a journey through time with Gary Revel Jr. and Linda Herranen

On the M/S Amorella between Turku and Stockholm, from Mondays to Thursdays between August 18 and December 31, passengers can relive the 50s, 60s and 70s. The Golden 50s theme offers a journey through time, back to an era when youthful popular music arrived in Finland and when Paul Anka sang *Oh, Diana* at the Linnanmäki amusement park in Helsinki.

Passengers are offered activities in the mornings such as musical quizzes and sing-along shows. In the afternoons, there will be fast-paced concerts in the spirit of the 50s and 60s. In the evenings it will be time for a retro disco experience in genuine 50s, 60s and 70s style.

The hosts will be star performers Gary Revel Jr. and Linda Herranen, known among other things from The Voice of Finland singing competition. They will appear with a highly talented

Press release

quartet and perform well-known hit songs in English, Finnish and Swedish. Depending on the timing of the cruise, at least one of these two stars will always be presenting a show.

For further information, please contact:

Christa Grönlund, Communications Manager, Marketing Communications,
christa.gronlund@vikingline.com, tel. +358 9 123 5242

Lotta Bergman, Entertainment Manager, lotta.bergman@vikingline.com, tel +358 9 1235362