

PRESS RELEASE

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Viking Line setting course for the summer

City party in the Helsinki district of Katajanokka to kick off the summer season on Friday, May 27

Viking Line will kick off the summer season by inviting the whole family to its city party. The party, which anyone can attend, will take place by the Katajanokka Terminal on Friday, May 27, from 12 noon to 7 pm. The event, “Setting course for the summer”, is being held for the first time to celebrate the coming summer season.

The “Setting course for the summer” city party will offer a diverse and entertaining programme for the entire family. Other participants in the event, along with Viking Line, are the Port of Helsinki, the Scandic Grand Marina hotel, the Finnish Coast Guard and the tourism promoter Visit Sweden. During the party, visitors will have a unique opportunity to visit Viking Line’s modernized vessel the M/S Gabriella and the Finnish Border Guard’s patrol vessel Turva. A mini expo will be held at the Scandic Grand Marina, where people can obtain useful information about tourist destinations in Sweden, the Scandic hotels and more. The expo will also offer pop-up shops straight from the trendy Stockholm district of Södermalm, Viking Line’s service point and a ball pit for children.

A number of artists will perform during the day on the festival stage, which will be set up in front of the Scandic Grand Marina. Children will be entertained by Arne Alligator & the Jungle Drums as well as Kengurumeininki, an orchestra for children. Slightly older audience members will be entertained by Jiri Nikkinen The Beatles Tribute Band featuring Sami Saari and Gepardi XL featuring Vicky Rosti. Others taking the stage will be DJ Amanda Harkimo, violinist Elisa Järvelä and the Viking Line entertainment team, which will perform the song “Rakennetaan sillat maailmoille” (‘Building Bridges in the World’) for the first time. Other fun activities are also on the city party programme, and Viking Line’s feline mascot, Ville Viking, will naturally be on hand to mingle with the crowd throughout the day.

“Viking Line will set course for summer on May 27. Summer is an especially happy time, since we can enjoy the sea, the sun and beautiful summer days to the fullest. We would like to invite everyone to Katajanokka to celebrate the start of the summer season,” says Kaj Takolander, Viking Line’s Head of Sales and Marketing in Finland, the Baltics and Russia.

Summer 2016 on the red-and-white painted vessels

Viking Line’s summer programme is centred on children and families with children. During the summer, the conference facilities will be converted into the Ville Viking Play & Fun area, where the youngest passengers in the family will be kept busy with activities such as face painting, a Ville Viking disco, various games and kiddie quizzes. Prior to departure, children

PRESS RELEASE

will also be entertained by a clown in the Katajanokka Terminal between June 18 and July 31.

In addition to the regular entertainment activities, during the summer all vessels will host Les Mills' Born to Move dance school, aimed at children ages 5 to 12, and the Ville Viking Smoothie Challenge, a contest for the entire family. Six of Viking Line's vessels will offer a puppet show, and three will host an exciting magic show.

During the summer, the vessels' restaurants will serve food planned by children. The dishes were selected in Viking Line's cooking contest for children, which was held during the spring. The popular contest had more than 500 entries from Finland, Sweden and Estonia. The winning dishes will be on the children's menu in the à la carte restaurants and on the children's tables in the buffet restaurants.

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