

Viking Line to donate part of its cruise revenue to Red Nose Day

A cruise does people good. Viking Line is taking part in the 2016 Red Nose Day charity event and will donate one euro for every passenger who books a sailing through the Red Nose Day campaign, which runs November 4–14, 2016. The money raised will help give some of the world's most vulnerable children better access to education, health care, security and nutrition.

Red Nose Day has been held in Finland since 2007 in order to raise funds to help children around the world. YLE Helps, the non-profit organization behind Red Nose Day in Finland, serves as a campaign agency for nine partners – UNICEF, the Red Cross, Finn Church Aid, the Finnish development cooperation organization Fida, Save the Children, the International Solidarity Foundation, Plan Finland, the Trade Union Solidarity Centre of Finland (SASK) and the Finnish Evangelical Lutheran Mission – and ensures through their operations that the help gets to children in need.

“For us Vikings, it is a cause that is especially close to our hearts, since children and our young customers are very important to us, so we want to do everything we can to help increase Red Nose Day donations. Our target is to collect at least 15,000 euros for a good cause, and hopefully even more,” says Samuli Heiskala, Marketing Manager at Viking Line.

The campaign will be visible in many ways both in Viking Line's terminals and on board its red-and-white painted vessels. Sailings for which Viking Line makes a donation can be booked during the campaign, which runs November 4–14, 2016; the voyage must be made before December 21, 2016.

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Viking Line is a public limited company and a market-leading brand in passenger traffic on the northern Baltic Sea.

It offers passenger services, recreation and cargo carrier services on the vessels Gabriella, Mariella, Amorella, Rosella, Viking Cinderella, Viking XPRS and on the new flagship Viking Grace.