

**Press Contact**

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**MEDIA RELEASE**

## *A-ROSA supports charitable projects*

### **New Year's Raffle raises 15,000 euros for good causes**

**Rostock, 18 January 2024** – A whopping 15,000 euros were raised at the recent New Year's Raffle on board the A-ROSA ships on the Rhine and Danube. The A-ROSA Flussschiff GmbH traditionally donates this money to social projects in the Rostock region, where the company is based. This year, 5,000 euros each will go to the Rostock Animal Welfare Association and the affiliated Rostock-Schlage Animal Shelter, the Rahe Family Foundation and the Rostock Homeless Aid Organisation.

The raffle raised 13,745 euros, which A-ROSA has boosted to 15,000 euros. "Our on-board programme traditionally includes the New Year's Raffle. This year, once again, we greatly appreciate the generous participation of our guests in the draws. Social commitment is of great importance to us and our guests. Thanks to their readiness to donate and the dedication of our employees, we can again support important social causes in Rostock, our hometown," enthuses Jörg Eichler, CEO of A-ROSA Flussschiff GmbH.

Eichler presented the donation cheque for Obdachlosenhilfe Rostock gGmbH to Managing Director Beatrix Busch. The Rostock Homeless Aid Organisation supports unhoused and vulnerable people in all life circumstances, helping them find a new perspective and return to a home of their own. Since 1999, the Homeless Aid Organisation has been providing street social services in Rostock. With their bus, the street workers visit known spots of unhoused people, who are unable to utilise the state's support systems on their own due to existing medical and mental issues. The unhoused are provided with hot meals, clothing and blankets, as well as counselling sessions to alleviate their specific social hardships. "Our work relies on donations. We use them to cover the costs of the bus, food and sleeping bags. We also use our donations for personal help for those in need, such as supplementary payments for glasses or dentures, purchases for a home or transport costs," explains Beatrix Busch.

In keeping with tradition, A-ROSA New Year's Eve guests had the opportunity to participate in the annual New Year's Raffle, with all proceeds going to charitable projects. By buying a 5-euro ticket, participants had the chance to win an A-ROSA river cruise and other travel vouchers and valuable prizes.

**Caption**

Rostock-Homeless-Aid-Organisation\_c\_A-ROSA

With the help of generous New Year's Eve guests, A-ROSA supports social projects in Rostock and its surrounding area with 15,000 euros. Photo: A-ROSA River Cruises

**About A-ROSA**

A-ROSA is the creator of cruises with a difference that take in cities, towns and countryside along Europe's most beautiful rivers: Danube, Douro, Rhine/Main/Moselle, Rhône/Saône and Seine. The current fleet is made up of 15 ships, all of which combine the amenities of a hotel with the benefits of a cruise. On board, Premium All-Inclusive fare guests can enjoy varied buffets, high-quality drinks and access to the SPA-ROSA, which features a sauna, massage room and gym. The ships dock in central locations, close to the heart of European metropolises, renowned historical sites and famous cultural and natural attractions – providing unforgettable

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experiences. To ensure that the cruise is a hit with the whole family, there are generously sized cabins, a Kids Club and heated outdoor pools, as well as a programme to suit every guest's needs. To preserve the visited destinations and landscapes for future generations, A-ROSA puts high focus on sustainability. The line's newest hybrid powered ship A-ROSA SENA was awarded 1. Place at the 2022 German Awards for Sustainability Projects. A-ROSA Flussschiff GmbH is headquartered in Rostock/Germany and has sales offices in the UK and Australia.

*Further information about the company as well as accompanying press material can be found at [www.a-rosa-cruises.com/press](http://www.a-rosa-cruises.com/press).*