



P&O CRUISES

January 13, 2025

Pride of Britain launches new award category in partnership with P&O Cruises

Pride of Britain and Pride of Scotland are launching a new dedicated award category in partnership with P&O Cruises as part of its multi-year partnership which started on January 1st, 2025.

The 'P&O Cruises Inspiration Award' will be presented to an individual or group at both the Pride of Scotland Awards and Pride of Britain Awards in June and October respectively. The award will celebrate a remarkable individual or group who provokes inspiration with their incredible journey.

Following an extensive nomination period, the worthy winners chosen by a panel of judges, including the awards' hosts and a representative from the P&O Cruises team. The panel will be looking for an inspirational winner such as someone who has overcome adversity with an air of positivity, completed a personal challenge or raised awareness for a particular issue. The winners will be announced and honoured during the award ceremonies.

Carnival UK and P&O Cruises president Paul Ludlow said: "At both P&O Cruises and Pride of Britain, we have a shared love of bringing people together and celebrating life's special moments, so we could not be prouder of this partnership which allows us the opportunity to give these worthy winners their moment in the sun. These awards champion our nation's unsung heroes, so it is an honour to be a part of their journey."

Nominations for the P&O Cruises Inspiration Award are now open – anyone can nominate on the Pride of Britain or Pride of Scotland website.

For more information visit the P&O Cruises [Pride of Britain page](#).

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About P&O Cruises

P&O Cruises is Britain's favourite cruise line, welcoming guests onboard its seven ships to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered towards British tastes. With a proud history spanning more than 187 years, each ship has its own appeal from family friendly or exclusively for adults with every sailing delivering each guest a *holiday like never before*.

With over 180 destinations worldwide, P&O Cruises itineraries are carefully curated to inspire discovery and are varied to suit newcomers and experienced guests alike. P&O Cruises prides itself on working with top culinary talent; Food Heroes include chefs Marco Pierre White, José Pizarro and Shivi Ramoutar and as well as award-winning drinks expert Olly Smith. Kjartan Skjelde has created Norwegian speciality dishes for sailings to the Norwegian fjords.

Recent awards for P&O Cruises include:

1. Wave Awards 2024 – Best Ocean Cruise Line
2. British Travel Awards 2024 – Best Cruise Line for Family Holidays (winner) and Best Cruise Line for No-Fly Cruise Holidays (silver accreditation)
3. Best in Cruise Awards by Cruise Critic Awards 2024 – Best Cruise Line and Best for Families
4. The Travel Industry Awards 2024 by TTG - Ocean Cruise Line of the Year

The company is part of Carnival Corporation & PLC (NYSE/LSE: CCL; NYSE:CUK).