



# P&O CRUISES

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## **P&O Cruises begins a new journey with the Pride of Britain Awards in 2025**

- P&O Cruises and Pride of Britain launch new partnership
- Iconic British brands unite to celebrate extraordinary people and the best of British values
- New partnership journey begins on January 1, 2025

P&O Cruises has announced it will be headline partner of the Pride of Britain Awards from 2025. The new partnership marks the beginning of an exciting chapter for both brands, combining their shared commitment to celebrating remarkable individuals and creating unforgettable experiences.

The values that underpin the Pride of Britain and Pride of Scotland Awards - compassion, kindness, inclusivity, generosity of spirit and selflessness - align with the ethos of P&O Cruises. As Britain's favourite cruise line, P&O Cruises has long been dedicated to delivering memorable times and world-class service, whilst fostering a sense of togetherness and discovery amongst its community of guests, marking the cruise line as the ideal partner to support and celebrate the incredible individuals honoured by Pride of Britain.

Pride of Britain has celebrated the country's unsung heroes for 25 years, shining a light on ordinary people who do extraordinary things, and sharing their awe-inspiring journeys with the nation. Winners of all ages include children who have overcome the impossible, heroes who have risked their lives to save others, and fundraisers, campaigners and visionaries who have changed the world.

Carnival UK & P&O Cruises president Paul Ludlow said: "We are immensely proud to partner with Pride of Britain and Pride of Scotland, events that recognise and celebrate the extraordinary achievements of everyday heroes. At P&O Cruises, we believe in creating special moments for our guests and through this partnership we look forward to bringing that same sense of wonder and joy to those being honoured. These individuals embody the best of British values, and it is a privilege to be part of a journey that celebrates their incredible contributions to society."

Caroline Waterston, editor-in-chief at the Daily Mirror added: "P&O Cruises is committed, as we are, to ensuring that all of our winners have the best experience they



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possibly can. This partnership will help to make people's Pride of Britain journey a truly magical experience. Together, we will continue to celebrate real heroes on an epic scale for many years to come."

Pride of Britain is a unique event on the national calendar, as co-hosts Carol Vorderman and Ashley Banjo shine a light on inspiring people from everyday life. Since 1999, Pride of Britain has provided the nation with hundreds of unforgettable moments, with winners celebrated at a star-studded red-carpet event. The awards are screened on ITV1 and are packed with heartfelt stories of resilience and emotion.

Find out more about P&O Cruises at [www.pocruises.com](http://www.pocruises.com)

Find out more about the Pride of Britain Awards 2024: [www.prideofbritain.com](http://www.prideofbritain.com)

For images, click [here](#).

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### **For all press enquiries, please contact:**

P&O Cruises:

Jade Berry, [jade.berry@pocruises.com](mailto:jade.berry@pocruises.com) 07467 999 381

Michele Andjel, [michele.andjel@carnivalukgroup.com](mailto:michele.andjel@carnivalukgroup.com) 07730 732 072

Pride of Britain:

Print & Online: [tilly.obrien@dawbell.com](mailto:tilly.obrien@dawbell.com) / [will.sidi@dawbell.com](mailto:will.sidi@dawbell.com) /

[maria.barham@dawbell.com](mailto:maria.barham@dawbell.com) / [katie.baptie@dawbell.com](mailto:katie.baptie@dawbell.com)

TV & Radio: [pippa.evers@dawbell.com](mailto:pippa.evers@dawbell.com) / [maria.barham@dawbell.com](mailto:maria.barham@dawbell.com)

### About P&O Cruises

P&O Cruises is Britain's favourite cruise line, welcoming guests to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered towards British tastes. Each of the seven ships has its own appeal from family friendly or exclusively for adults. With over 200 destinations worldwide, P&O Cruises itineraries are carefully curated to inspire discovery and are varied to suit newcomers and experienced guests alike.



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P&O Cruises works with the best of the best including Gary Barlow who is music director of The 710 Club on Arvia and Iona and has delivered a number of unique musical moments on board. Crafted to Gary's creative vision, The 710 Club showcases an eclectic range of performances and offers an opportunity for up-and-coming musicians to get their break. Gary also joins guests for exclusive performances P&O Cruises holidays. Multi award-winning performer Nicole Scherzinger is the creative force behind contemporary and breath-taking late night shows to be performed in SkyDome on board Iona and Arvia, and P&O Cruises Food Heroes include chefs Marco Pierre White, José Pizarro, Shivi Ramoutar and Kjartan Skjelde who has created Norwegian speciality dishes, as well as award-winning drinks expert Olly Smith.

Recent awards for P&O Cruises include:

1. Wave Awards 2023 – Best Value for Money Cruise Line, Favourite Ocean Cruise Line and Best New Ship Launch
2. British Travel Awards 2023 – Best Cruise Line for Family Holidays and Best Cruise Line for No-Fly Cruise Holidays
3. Editors' Picks Cruise Critic Awards 2023 – Best New Ship (Arvia)

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