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## **AMAWATERWAYS SELECTS BLAZE PR AS ITS AGENCY OF RECORD**

### ***Agency Pegged as Strategic Partner During Competitive Review***

**LOS ANGELES - (January 3, 2012)** –AmaWaterways, the pioneers of modern river cruising, announced BLAZE PR as its agency of record. The agency's assigned goals include raising the brand's profile through a comprehensive public relations program including an aggressive media relations campaign, social media strategy and execution, and travel awards program.

"We selected Blaze PR based on its creative ideas, rich experience and acute understanding of the travel space and river cruising industry," said Rob Rothmann, Vice President of Marketing, AmaWaterways. "We have chosen a creative, dynamic partner that will deliver fresh thinking, solid strategic counsel and results."

BLAZE's public relations team brings extensive experience in the travel and river cruise industry space having represented brands such as Marina del Rey; Claremont Hotel & Spa; Westin St. Maarten; and SnowCreek Resort.

"Blaze seeks to work with brands that have interesting stories to tell and unique offerings for consumers," said Matt Kovacs, EVP/GM of BLAZE. "With AmaWaterways, we can gain instant traction for the brand as well as leverage our long-term relationships in this space to drive AmaWaterways' public relations and social media initiatives forward."

### **About AmaWaterways**

Founded in 2002 by river cruise pioneer Rudi Schreiner, river cruise executive Kristin Karst and founder of Brendan Vacations, Jimmy Murphy, AmaWaterways is the premier river cruise line on Europe's Danube, Rhine, Main, Mosel and Rhone rivers. Known for its custom-designed ships, extensive complimentary amenities and personalized service levels, AmaWaterways consistently leads the way in river cruising. With destinations traveling through Europe, Russia, Vietnam and Cambodia, and new voyages to Africa, the line's award-winning fleets compliment a variety of travel plans.

Europe destinations include the AmaVerde (2011); AmaBella (2010); AmaLyra (2009); AmaDolce (2009); AmaCello (2008), AmaDante (2008); AmaLegro (2007) and the AmaDagio (2006). In the spring of 2012, AmaWaterways will introduce the new 164-passenger AmaCerto in Europe, joining the AmaVerde and AmaBella in offering an exclusive Twin Balcony design in the majority of staterooms; multiple dining venues; complimentary Internet and Infotainment system, a heated swimming pool or whirlpool on the Sun Deck plus many more unique design elements. There are great new announcements coming up for 2013 as well.

In addition to the European destinations, AmaWaterways accommodates travel to Vietnam and Cambodia via the AmaLotus (2011) and La Marguerite (2009) fleets; Russia via the AmaKatarina (2011) fleet and newly featured African tours available on the Zambezi Queen.

### **About BLAZE PR**

With more than 21 years of service, BLAZE is owned by parent company Davies and is an award-winning, strategic public relations and marketing communications firm with offices and affiliates in Los Angeles, New York, Washington D.C., and Santa Barbara. BLAZE believes in initiating smart conversations that facilitate consumer dialogue with a return to our client's bottom line. Recent awards include two 2010 PRSA PRISM Awards, the 2011 Communicator Award, and the recipient of two 2011 Hermes Awards. For more information, visit [www.blazepr.com](http://www.blazepr.com).

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