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Contact: Melanie Gravdal
847.420.8808
melanie@eda-pr.com

SAIL AWAY FROM THE ORDINARY ... AVALON WATERWAYS' NEW AD MAKES A SPLASH ON STREAMING SERVICES

TORONTO, Ontario – March 23, 2023 – Ready to invite a new wave of cruisers onboard its small Suite Ships, designed for an average of just 150 guests, Avalon Waterways has redefined cruising by going against the current and away from the ordinary. Delivering unparalleled experiences and boundless exploration, Avalon invites cruisers into the captain's seat to navigate their journey, fuel their passions and steer clear of the unexpected as they set sail down the world's most memorable and mesmerizing waterways.

To showcase how the tides in cruising are changing, this leading river cruise company has unveiled a new [advertising campaign](#), featuring award-winning actor and author [Graham McTavish](#). Avalon's "Cruising. Elevated" campaign just launched to reach a new group of small-ship cruisers to share insights about Avalon Waterways, draw more interest in river cruising and drive more business to travel advisors.

"As more people set sail down the world's most legendary waters, we're inviting them to enjoy a curated collection of the most intriguing experiences," said Pam Hoffee, president of Avalon Waterways. "Our itineraries offer guests as many as 28 included excursions, placing the compass firmly in their hands to make their vacation as unique as their interests."

Included excursions available to Avalon guests every day range from "Active" choices like biking, hiking and kayaking and "Discovery" options like painting and cooking to Classic activities like taking a guided tour through ancient fortresses and castles. Onboard, river cruisers are privy to postcard-perfect landscapes with beds facing the views as they sail.

“On an Avalon cruise, legendary landmarks are always in view,” added Hoffee. “Not only do we invite cruisers to enjoy the world at their feet – quite literally – we welcome the outside-in with the industry’s only Open-Air Balconies, featuring floor-to-ceiling windows that open 7-feet-wide.”

For more information about Avalon Waterways and its efforts to plunge into the unparalleled with its fleet of award-winning Suite Ships, Active & Discovery itineraries and exclusive Storyteller Series cruises, visit AvalonWaterways.ca.

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ABOUT AVALON WATERWAYS

Cruising Elevated. Avalon Waterways has redefined cruising by going against the current and away from the ordinary. Delivering unparalleled experiences and boundless exploration, Avalon puts you in the captain’s seat to navigate your journey, fuel your passions and steer clear of the unexpected as you cruise down the world’s most memorable and mesmerizing waterways. One step aboard our modern, luxurious Suite Ships with the grandest views in cruising and you’ll see how the tides are changing. Welcome to a new wave in cruising. Welcome aboard Avalon Waterways.

For more information, visit www.avalonwaterways.ca; travel agents can visit www.agentlingo.ca.