

## PRESS RELEASE



### **French America Line Partners with French Heritage Society**

*Portion of New Cruise Line's Louisiane Curator Collection™  
Optional Shore Experiences Proceeds to Benefit Society Projects*



*A grant from the French Heritage Society's Louisiana chapter and private donors enabled noted French landscape gardener Louis Benech to restore New Orleans' Saint Anthony's Garden, one of the city's oldest historic sites adjoining Saint Louis Cathedral that was ravaged by Hurricane Katrina, now open to the public*

Greater New Orleans - (July 14, 2016) - [French America Line](#), the newest U.S. cruise line that begins five- to 10-day river cruises aboard the intimate *Louisiane* in September, is honored to have been accepted as a member of the [French Heritage Society](#), a non-profit American organization created in 1982 to preserve, restore and promote French heritage throughout the United States and France.

Brimming with exquisite French style and a romantic joie de vivre, inaugural sailings for a maximum of 150 guests with an attentive U.S. crew of 64 begin in September. The *Louisiane's* small size allows her to access historic river ports on five American rivers that larger ships cannot reach.

“French America Line brings a redefined and fresh approach to cruising the waterways of America, providing a whole new level of service and amenities currently not offered in the marketplace. Our elegant flagship *Louisiane* will also celebrate the diverse cultural, historical and epicurean influences engrained in these regions during the early French colonization once known as *Lousiane*. There is no better a partnership to support our dedication to the

preservation of this rich culture and heritage than our newly formed relationship with The French Heritage Society.

A portion of proceeds from the sale of all French America Line's Curator Collection shore excursions that incorporate a focus on French heritage will be donated to the Society to support their many cultural and preservation initiatives here in the U.S., many along the waterways we operate" said Tom Markwell, President, French America Line.

"With 10 chapters in the U.S. and one in France, the central mission of French Heritage Society is to ensure that the treasures of our shared French architectural and cultural heritage survive to inspire future generations to build, dream and create. We do this by raising funds for restoration, preservation and cultural grants as well as creating transatlantic educational programs for students, architects, artisans, art connoisseurs and collectors," said Elizabeth Stribling, Chairman of French Heritage Society.

French America Line's optional Curator Collection shore excursions will dive into the heart of each destination to uncover the spirit and personality that make each place unique. For an additional charge, guests receive an exclusive, in-depth experience that could include an after-hours museum tour and dinner, behind-the-scenes previews of historic architectural preservation and restoration projects, private tours of celebrated art collections, exclusive musical performances, intimate wine tastings, or regionally inspired cooking lessons.

Guests will gain unique insights into life along the Mississippi, Ohio, Tennessee, Cumberland and Red rivers. Pricing is virtually all-inclusive, with one-night pre-embarkation deluxe hotel stay in some of America's most legendary hotels, all meals designed by Chef de Cuisine Regina Charboneau, free-flowing hand-selected beverages, wines, beer and spirits, nightly live entertainment, informative cultural and historical talks by onboard Illuminators, and memorable Traveler Collection shore excursions in every port of call included in the tariff. Onboard amenities include Hermès bath amenities in the Richelieu Suites and L'Occitane en Provence bath amenities in all staterooms; fresh macarons from the House of Ladurée upon embarkation and nightly gourmet Haut Vosges chocolates at turndown.

French America Line 2016 itineraries are currently open for sale, and 2017 sailings will be open for sale in September.

#### **About French America Line's *Louisiane***

French America Line was created to introduce a new era of premium U.S. river voyages with the launch of the elegant flagship *Louisiane*. The intimate ship accommodates a maximum of 150 guests in 75 stylish suites and staterooms with unobtrusive service from a U.S. crew of 64. Inaugural sailings begin September 2016 aboard the charming ship brimming with French flair and signature experiences celebrating regional food, music and history. Engaging itineraries on America's most iconic rivers and waterways ranging from five to 10 days will present guests with unique insights into life along the Mississippi, Ohio, Tennessee, Cumberland and Red rivers, visiting places where larger riverboats simply cannot navigate. Departures aboard *Louisiane* for fall 2016 are now on sale, and 2017 will be available in September 2016. Pricing is virtually all-inclusive, with pre-cruise one-night deluxe hotel stay; all meals and free-flowing hand-selected beverages, beers, wine and spirits; nightly live entertainment, informative cultural and historical talks, and memorable Traveler Collection shore excursions in every port of call included in the tariff. To reserve or learn more, visit [www.frenchamericaline.com](http://www.frenchamericaline.com) or call 1-888-387-1140.

**About French Heritage Society**

French Heritage Society intervenes to ensure that the treasures of our shared French architectural and cultural heritage survive to inspire future generations to build, dream and create. Guided by the belief that the most enduring expression of a culture is to pass on its highest achievements, FHS is dedicated to protecting the French architectural and cultural legacy both in France and the United States, with emphasis on raising funds for preservation, restoration and education.

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