



Viking River Cruises educational enhancement programs bring destinations to life  
*Old World Highlights® and Culture Curriculum<sup>SM</sup> Deliver Insights of the Local Culture Creating River Cruising's Most Enlightened Voyages*

A unique advantage of river cruising is the ability it affords travelers to journey straight into the heart of quaint villages and cosmopolitan cities. Viking River Cruises, the industry leader, owns many of the docks along the great rivers of Europe and has access to convenient docks in Russia, Ukraine and China allowing its guests to simply step off its vessels and be minutes away from the top museums, performing arts venues, historic neighborhoods and culinary delights of a destination. To supplement and build on this incredible access to many of the world's most significant sites, Viking River Cruises offers the most educationally enriching voyages in the industry via its expertly guided tours and excursions, and the company's signature cultural enhancement programs: **Old World Highlights®** and **Culture Curriculum<sup>SM</sup>**.

Viking River Cruises allows guests to experience additional cultural enrichment through its experiential learning component, **Old World Highlights**. Old World Highlights are coordinated by the ship's Program Director and are designed to complement excursions ashore through activities such as concerts, language lessons and hands-on workshops—all offered onboard as you cruise the majestic rivers of the world. Apple strudel workshops, tasting regional wines and cheeses, and demonstrations of wooden shoe carving or cuckoo clock making are a sampling of the Old World Highlights included on Europe itineraries. Aboard Russian cruises, guests enjoy traditional Russian tea, Russian cuisine workshops and folkloric entertainment. China itineraries include a Peking Opera recital, Tang Dynasty Dinner Show and a performance by the renowned Shanghai Acrobatic Troupe; guests on *Roof of the World* enjoy tea with a Tibetan family.

Learning opportunities are available on board every day for guests of a Viking River Cruises itinerary. Viking's **Culture Curriculum** is a series of multimedia talks given by local experts that illuminate the history and culture of the fascinating destinations along the journey. Culture Curriculum offerings are included in the cruise fee and are specifically tailored to each locale. *The European Union*, a presentation of the European Union after the second world war to its present day, *Life and Works of Mozart*, *The*

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*Dutch Masters, Vikings in Europe, and The Painter's Muse* are a few of the Culture Curriculum topics covered on European cruises. Russian Culture Curriculum offerings range from lectures such as *The Romanov Czars* and *The Fall of Communism* to *Russian Poets and Musicians*. *Chinese Dynasties, The History of Chinese Culture* and *The History of the Three Gorges Dam* highlight some of the popular Culture Curriculum offerings on China itineraries.

“The Old World Highlights and Culture Curriculum programs were designed to offer group learning, individual discovery and enhance the overall river cruising experience,” says Torstein Hagen, Viking’s- Chairman and CEO. “We recognize today’s sophisticated travelers are seeking in-depth educational opportunities and insight to augment and complement their vacations and are committed to always being a leader in the area of educationally enriching travel.”

The Program Directors selected by Viking River Cruises are passionate and knowledgeable about the history and culture of the regions they sail with Viking River Cruises. These talented individuals offer extensive experience in the tourism field with a strong appreciation for exploring the world. The Old World Highlights and Culture Curriculum programs by Viking River Cruises deliver a more rich and memorable travel experience by giving guests background information and insights that help make the cultural offerings, including the history, art, food, music and architecture, of the cities and towns they visit, more meaningful. The extensive learning opportunities during each Viking River Cruises trip make river cruising a personalized, in-depth experience, where travelers have time to learn, explore and rejuvenate no matter the destination. Never compulsory, the structure of these educational elements allows guests to tailor their enrichment activities to fit their interests, making Viking River Cruises about one’s personal voyage of discovery.

For more information on Viking River Cruises, visit <http://www.vikingrivercruises.com>.

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