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## Ambassador Cruise Line Named Official Partner of the English Indoor Bowling Association

**Affordable quality cruise line to support national indoor bowls competitions and local club development over the next three years**

Ambassador Cruise Line has today announced a landmark three-year partnership with the English Indoor Bowling Association (EIBA), cementing the cruise line's position as a proud supporter of the indoor bowls community across the UK.

The agreement sees Ambassador named as an Official Partner of the EIBA and sponsor of its National Summer and Winter Mixed Pairs and Fours Competitions. The partnership also includes branding and experiential activation at key EIBA events, the opportunity to communicate with EIBA clubs and members and the introduction of a new Club Grant Fund supported by a contribution from every Ambassador cruise booked by an EIBA member.

The Partnership will see Ambassador provide exclusive offers on its wide range of cruise itineraries to EIBA clubs and members alongside fan engagement experiences and brand and marketing exposure opportunities at three major EIBA events: the Summer National Finals (19–21 September 2025, Melton Mowbray); the Mixed Pairs & Mixed Fours (20–23 February 2026, Northampton); and the Winter National Finals (28 March–13 April 2026, Nottingham).

Following the announcement, Gordon Nardini, Chief Marketing Officer at Ambassador Cruise Line, said:

*"We're delighted to become an Official Partner of the EIBA and to extend our commitment to the sport of indoor bowls. It's clear that many within the bowls community share a strong affinity with cruising, and this new agreement offers Ambassador a fantastic opportunity to connect with players and supporters at all levels of the game that values the same sense of camaraderie and adventure that lies at the heart of what we do."*

*"We know just how passionate and engaged the bowls community is, and we're particularly proud to support the EIBA's new club grant fund, which reflects our shared commitment to help local bowls clubs thrive. Whether on land or at sea, both of our organisations are based on a sense of community, and this partnership enables us to give something back to a sport that shares many of the values our guests hold dear."*

Peter Thompson, Chief Executive of the EIBA, said: *"To secure Ambassador Cruise Line as an Official Partner is a tremendous boost to the Association and the sport of indoor bowls. This is an exciting time for us, with*

*Ambassador sponsoring the EIBA's National Summer and National Winter Mixed Pairs and Fours Competitions.*

*Not only will Ambassador be offering Indoor Bowlers great holiday experiences, they will help the sport develop at local level by making a financial contribution to an EIBA Club Grant Fund for every cruise that is taken."*

With more than 250 clubs and over 64,000 participants playing the sport nationwide, the EIBA plays a pivotal role in nurturing talent, promoting inclusive participation and sustaining the future of indoor bowls across England. From grassroots to elite level, the Association continues to champion the sport's growth, making it accessible to all ages and abilities while fostering a strong sense of community at the heart of every club.

Sharing many of the same values as the EIBA, the organisation's Official Cruise Line Partner is renowned for delivering incredible experiences to guests. With more UK regional departures than any other cruise line on its two small-to-mid size ships, Ambience and Ambition, Ambassador provides authentic adult-only experiences to the 50-plus market combined with a selection of multi-generational itineraries. Sailing from eight ports across the country, it promises to deliver unforgettable moments at every port of call, offering guests amazing entertainment, outstanding cuisine and exceptional service while sailing to breathtaking destinations: all for the best value. Following the merger of Ambassador Cruise Line and Compagnie Française de Croisières (CFC) in January 2025, the cruise line will operate its very first fly-cruise programme in the Caribbean later this year. This will run through winter 2025/26 on board Renaissance, which has now taken her place alongside Ambience and Ambition in the Ambassador fleet.



Gordon Nardini, Ambassador Cruise Lines and Peter Thompson, EIBA, delighted to announce the partnership