



FOR IMMEDIATE PRESS RELEASE

August 6, 2009

**“Learn, Book and Win with AMAWATERWAYS”**

(Chatsworth, CA) Exotic Southeast Asia is the newest destination in the award-winning AMAWATERWAYS river cruise vacation lineup. With the launch this fall of the new “*Vietnam, Cambodia and the Riches of the Mekong*,” itinerary, AMAWATERWAYS will bring travelers to the heart of Vietnam and Cambodia from an incomparable vantage point—the Mekong river. Now, the line is offering agents an exciting opportunity to sample a 7-night Mekong river cruise aboard the brand-new MS La Marguerite, with a new “Learn, Book and Win” contest. Details as follows:

**THE PRIZE:** Win an unforgettable 7-night cruise for two aboard the brand new MS La Marguerite, the most luxurious vessel on the Mekong River. Cruise from Ho Chi Minh City (Saigon) to Siem Reap with calls at Sa Dec, Tan Chau, Phnom Penh, Kampong Cham, Kampong Chhnang and the Tonle Sap River. Experience the richness of life on the great Mekong River, from small rural villages to vibrant capitals. Visit temples, floating markets and much more along the way during your Mekong River odyssey.

**HOW TO WIN:** Each “Vietnam, Cambodia & The Riches of The Mekong” booking made between now and September 28, 2009 entitles the booking agent to one chance at the drawing. It’s simple. The more an agent BOOKS, the more chances to WIN.

**ADDITIONAL OPPORTUNITIES:** During the “Learn, Book & Win” campaign, agents will also have additional opportunities to increase their chances to win. Earn additional “chances” by participating in the following online educational opportunities:

- Mekong Webinar – August 25, 2009
- Mekong Quiz – September 22, 2009

For information about registering for the Webinar and Quiz, agents can log on to [www.amawaterways.com](http://www.amawaterways.com).

**DRAWING DATE:** September 30, 2009. Winner will be notified shortly thereafter.

**About AMAWATERWAYS**

Award-winning AMAWATERWAYS, features the newest, most state-of-the-art fleet on the legendary rivers of Europe. The “AMA” vessels include the MS Amadolce and MS Amalyra (2009); MS Amacello and MS Amadante (2008); MS Amalegro (2007) and MS Amadagio (2006). Beginning this fall, the line will launch “Vietnam, Cambodia and the Riches of the Mekong” program, featuring a 7-night Mekong river cruise on the luxurious, new MS La Marguerite.

For more information, log on to [www.amawaterways.com](http://www.amawaterways.com) or call 800-626-0126.

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