

SOCIAL MARINER

MEET TWO MARINERS WHO'VE FOUND A DIGITAL HOME ON PINTEREST, PLUS ENTER THE AMAZING ALASKA PIN2WIN SWEEPSTAKES

EXPLORING PINTEREST

The Internet can be a cluttered place. With an aim not only toward discovering, but cataloging and organizing various hobbies and interests, Pinterest has quickly become one of the most popular social networks. Connecting with Pinterest allows you to share your Holland America Line experiences and plan future destinations on this "social bookmarking" site. We asked two Pinterest-loving Mariners how they do it.

What attracted you to Pinterest?

SCOTT LARA: I liked the idea of sharing my passion for cruising with others and also seeing pictures of places (and ships) that I hadn't yet visited.

BETTY J. GILMORE: Pinterest makes it easy to pick out pictures and add captions that express what I'm interested in and what I want to show the world.

On Pinterest, a "pin" is a digital clipping that contains images, videos, and text. A "board" is a collection of pins. Do you have a favorite board?

SL: My favorite board is my Holland America Line board. My wife and I have sailed on Holland America Line for more than 100 days. We love the food, service, and ships, but most importantly, we love the people.

How many pins have you made?

SL: I have more than 100 individual pins. I enjoy taking pictures during our cruises, then uploading them to Pinterest to make my family and friends



Mariners and Pinterest users, Scott Lara and Betty J. Gilmore

jealous—uh, I mean to share our travels!
BG: I have made thousands of pins, which cover topics such as the sea, ships, travel, books, gardening, yard decorating, clothes, and jewelry.

What's your advice to a new user?

SL: Jump in! You will be amazed how many people share common interests, including cruising on Holland America Line.

What have you learned about Holland America Line on Pinterest?

BG: The Holland America Line Pinterest account is very interesting and I have re-pinned my favorite things to my boards from there. I visit it to see what new pictures are available and spend time looking at all the pictures and stories. I love the ships, so I like to pin the ones I have cruised on and the ones I hope to cruise on in the future.

ENTER THE AMAZING ALASKA PIN2WIN SWEEPSTAKES! VISIT PINTEREST FOR YOUR CHANCE TO WIN A US\$500 AMERICAN EXPRESS GIFT CARD

To enter the Amazing Alaska Pin2Win Sweepstakes, follow Holland America Line on Pinterest ([Pinterest.com/HALcruises](https://www.pinterest.com/HALcruises)), visit the Pin2Win board, and follow the link to enter. Simply complete the entry form and pin your favorite Alaska image for your chance to win one of five US\$500 American Express cards.

*Entry limited to residents of the U.S. (excluding Colorado), Washington D.C., and Canada (excluding Québec). Sweepstakes end September 20, 2013.

WHERE TO CONNECT Here are six sites you can link to from the hollandamerica.com home page.

f FACEBOOK On Facebook, users can post photos and stories on the Holland America Line page. [Facebook.com/HALcruises](https://www.facebook.com/HALcruises)

t TWITTER Follow Holland America Line's Twitter feed for the latest news and updates. [Twitter.com/HALcruises](https://www.twitter.com/HALcruises)

b HOLLAND AMERICA BLOG A lively blog where crew and guests can share great moments from cruises. HollandAmericaBlog.com

YouTube View the latest travel and shipboard videos on Holland America Line's YouTube channel. [YouTube.com/HollandAmericaFan](https://www.YouTube.com/HollandAmericaFan)

P **PINTEREST** The place to pin images from your favorite destinations and future trips. [Pinterest.com/HALcruises](https://www.Pinterest.com/HALcruises)

g+ **GOOGLE+** On Google+, you can add Holland America Line to one of your sharing circles. [Plus.Google.com/+HALcruises](https://plus.google.com/+HALcruises)

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