



**FOR IMMEDIATE RELEASE  
FROM AMERICAN CRUISE LINES**

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## **American Cruise Lines Has Done it Again! 1<sup>st</sup> Modern Riverboat in the U.S. Concludes Inaugural Cruise on Mississippi...Here's A Peek at What They Did**



**GUILFORD, CT—October 22, 2018**—Brand new riverboat, *American Song*, arrived to a warm Southern welcome in Memphis on Friday, October 12<sup>th</sup> after a week's long inaugural cruise up the Mississippi from New Orleans, stopping at Oak Alley, Baton Rouge, St. Francisville, Natchez, and Vicksburg. Guests were buzzing with excitement as they came ashore at the Beale Street Landing, having enjoyed a marvelous time along the Nation's most historic river—aboard the very first modern riverboat in U.S. history. (The following day, *American Song* departed on its 2<sup>nd</sup> 8-day Lower Mississippi cruise from Memphis back to New Orleans, and as of today, Monday, October 22, the 3<sup>rd</sup> sailing is in Baton Rouge).

*American Song's* inaugural guests were treated to all-inclusive fine dining and complimentary cocktails every sunset. The cruise was highlighted with onboard entertainment and expert lectures, as well as

guided shore excursions at every port. Enconced in the largest most comfortable cabins in the industry, guests enjoyed the gorgeous river views through *American Song's* floor-to-ceiling glass doors leading to private furnished balconies. The beautiful new riverboat offered scenic views throughout and particularly spectacular views from the ship's largest observation lounge 40 feet above the water—*American Song* was designed with 3 times more glass than any other riverboat. American's inaugural guests were also the very first passengers to use *American Song's* unique retractable gangway and opening bow.



**American's series of modern riverboats are all equipped with an advanced retractable gangway and opening bow, 5-story glass Atrium, Grand Suites, and all-balcony standard cabins that are the largest in the industry.**

Upon arriving in Memphis, many guests headed straight for Graceland on American's *Deluxe Signature Tour*, which included a brief tour of historic downtown Memphis and the riverfront area. Other guests chose a *Memphis City Experience*, including a tour of the National Civil Rights Museum; a complex of buildings incorporating a section of the famed Lorraine Motel where Martin Luther King Jr. was assassinated. Shore excursions were guided at every port, and all throughout the cruise, guests were treated to unique local experiences such as a special private concert at the J.N. Stone House in Natchez, a guided visit to the iconic Oak Alley Plantation, and a tour of the *USS Kidd*, the infamous "Pirate of the Pacific." Guests were even invited to participate in a live Gospel performance at the Frogmore Plantation.

The cruise was further highlighted on board with expert presentations on American History featuring many of the specific locations along the itinerary. The cruise visited Vicksburg, a historic Civil War town also known as "The Key to The South," where some guests spent the day exploring the Vicksburg National Military Park. During the Baton Rouge stop, guests were treated to an authentic Bayou

experience during an Atchafalaya Basin Tour which included a special luncheon at Pat's Fisherman's Wharf. All throughout the cruise, guests could choose from an array of shore experiences while also enjoying pleasant walks and free time in the charming historic towns which adorn the Lower Mississippi.

American Cruise Lines is proud to introduce the 1<sup>st</sup> modern riverboat to U.S. River cruising and delighted to add *American Song* to its fleet of authentic paddlewheelers. American looks forward to 2019 with continued excitement, when the 2<sup>nd</sup> modern riverboat, *American Harmony*, begins sailing the Line's superb Mississippi River itineraries and *American Song* heads West to the Columbia and Snake.

**American offers 8-Day Mississippi River cruises throughout 2018, including special Holiday-Themed cruises Thanksgiving through New Year's. The wonderful activities and shore excursions mentioned in this Press Release will continue to be offered along the Line's 2018 and 2019 Lower Mississippi River itinerary. Complimentary pre-cruise packages are available on cruises originating from New Orleans or Memphis.**

**About American Cruise Lines:**

American Cruise Lines was just awarded *Conde Nast's 2018 Readers' Choice Award*, for a 5<sup>th</sup> year in a row, as one of the *World's Best Small Ship Cruise Lines*. American was also recently named *2018's Best River Line in the U.S. & Canada* by *Cruise Critic's Cruisers' Choice Awards*. American operates the largest and newest fleet of authentic paddlewheelers, coastal cruise ships, and the only modern riverboats in the U.S. With over 35 itineraries visiting 25 states, American cruises along the rivers, as well as the coastal and inland waterways of New England, Alaska, the Pacific Northwest, the Mississippi River system, and the Southeast.

**For reservations or to learn more about American Cruise Lines**

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