

## Liverpool's Az-Amazing Experience

Liverpool was the destination of choice for the Az-Amazing Evening during the port call of Azamara Quest on 14th July 2016.

Passengers enjoyed a spectacular concert within the amazing space of Liverpool's St Georges Hall, widely regarded as one of the finest neo-classical buildings in the world. It was reopened in 2007 by Prince Charles after a £23m refurbishment programme.

Liverpool has an unrivalled maritime heritage and was the birthplace of the first passenger cruise line as well as being the home of the Beatles of course; it seemed wholly fitting to treat Azamara guests to a musical journey that acknowledged both an iconic period in music, in tandem with the history of passenger shipping in Liverpool

Angie Redhead, Head of Cruise Operations said "the people of Liverpool love this building; it is a place of celebration, congregation and commemoration. We are also extremely proud of both our fabulous musical and maritime heritage - we couldn't think of a better way to share all three of our favourite things than within this Azamazing Evening so that all guests aboard get to experience the true essence of Liverpool."

Redhead went on to say "We gave our commitment to Azamara Cruise Line that this occasion would be a "flag ship" event in Liverpool's 2016 cruise season, and it certainly has been."

It is over 50 years since the Beatles debuted on the Ed Sullivan show when 73 million Americans were glued to their televisions, many of whom may well be current passengers - It seems great music crosses Nations as well as Generations!