

Ruth Ryland appointed Public Relations Executive for Fred. Olsen Cruise Lines

24th July 2013

Fred. Olsen Cruise Lines is pleased to announce the appointment of **Ruth Ryland** as its new Public Relations Executive, based in the company's Head Office in Ipswich, Suffolk. Ruth has joined Public Relations Manager, Rachael Jackson, and Public Relations Assistant, Wendy Jeffreys, on the in-house PR team.

Rachael Jackson, Public Relations Manager for Fred. Olsen Cruise Lines, said:

"We are delighted to welcome Ruth Ryland to Fred. Olsen Cruise Lines, and we know that she will be a valuable asset to our in-house Public Relations team. Ruth comes from a dynamic PR agency background, so she will be able to use her varied experience and creative skills to build relationships and promote our award-winning cruise line."

Ruth was previously Senior Account Executive at Suffolk-based PR agency, Genesis PR, where she was responsible for handling four local and national client accounts. Prior to that, Ruth studied for an English Literature Degree at the University of East Anglia, before completing her MA in Public Relations from the London College of Communication, whilst completing an eight-month internship at Wild Card PR in London. Her responsibilities encompassed media relations, researching, writing press releases, copywriting, assisting in the organisation and implementation of events and crisis management. Ruth is also an active member of the East Anglia Chartered Institute of Public Relations Committee.

Ruth Ryland, the new Public Relations Executive for Fred. Olsen Cruise Lines, said:

"I am very proud to have joined Fred. Olsen Cruise Lines at an exciting, yet challenging, time for the cruise industry. I have a strong interest in travel personally and I am thrilled to be able to pursue that interest professionally as well.

"It is a pleasure to be promoting such an impressive and unique product, and to be working for such a reputable company. I am looking forward to using my practical and academic experience in the Public Relations profession to help build on Fred. Olsen's already-exceptional reputation."

Working in the agency side of PR has allowed Ruth to gain experience of a diverse range of clients, in a variety of large and small organisations and brands, including Discovery Mexican Foods, Laurent Perrier, KitchenAid UK, Care UK and the British Blind and Shutter Association.

Outside office hours, Ruth's interests include travel, fitness and the theatre, in particular musicals.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com



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