Viking Cruises Renews Sponsorship of MASTERPIECE on PBS through 2021

Los Angeles, CA; July 29, 2019—MASTERPIECE has announced that Viking Cruises has signed on for an additional two years as a national corporate sponsor for the series. Viking has sponsored MASTERPIECE since 2011.

Speaking at the Television Critics Association Press Tour, MASTERPIECE executive producer Rebecca Eaton said, “MASTERPIECE and Viking are truly a marriage made in heaven: Our viewers are their travellers. Viking has been the ideal partner, and their continued sponsorship support through 2021 keeps MASTERPIECE robust.”

“Together with MASTERPIECE, we reach people who care deeply about exploration; our audiences enrich their lives through the arts, history, culture and travel. We share the same values with MASTERPIECE, which has contributed to our successful growth over the last eight years – and we are proud to continue our relationship for more years to come,” said Richard Marnell, Executive Vice President of Marketing for Viking.

The longest primetime drama on television, MASTERPIECE will celebrate its 50th anniversary in 2021. MASTERPIECE is presented on PBS by WGBH Boston.

Highlights of the upcoming MASTERPIECE schedule include a new season of Endeavour starring Shaun Evans as a young Inspector Morse; the final appearances of James Norton as clergyman Sydney Chambers on Grantchester; the farewell season of Poldark starring Aidan Turner, and Sanditon, a highly anticipated new series based on Jane Austen’s last, unfinished novel.

About MASTERPIECE
Winner of 83 Primetime Emmys® and 16 Peabody Awards, MASTERPIECE has been essential Sunday night viewing for millions of fans since 1971. Rebecca Eaton is the executive producer of the series. Funding for MASTERPIECE is provided by Viking and Raymond James with additional support from public television viewers and contributors to The MASTERPIECE Trust. Presented on PBS by WGBH Boston, MASTERPIECE is known for recent hits such as Sherlock, Downton Abbey and Victoria, and beloved classics such as Upstairs Downstairs, Prime Suspect, The Forsyte Saga and Poldark.
About Viking Cruises
Viking was founded in 1997 with the purchase of four ships in Russia. Designed for discerning travelers with interests in science, history, culture and cuisine, Chairman Torstein Hagen often says Viking offers guests “the thinking person’s cruise” as an alternative to mainstream cruises. In its first four years of operation, Viking has been rated the #1 ocean cruise line in Travel + Leisure’s 2016, 2017, 2018 and 2019 “World’s Best” Awards. Viking currently operates a fleet of 78 vessels, offering scenic cruising on rivers and oceans around the world. In addition to the Travel + Leisure honors, Viking has also been honored multiple times on Condé Nast Traveler’s “Gold List” as well as recognized by Cruise Critic as “Best Overall” Small-Mid size ship in the 2018 Cruisers’ Choice Awards, “Best River Cruise Line” and “Best River Itineraries,” with the entire Viking Longships® fleet being named “Best New River Ships” in the website’s Editors’ Picks Awards. For additional information, contact Viking at 1-855-8-VIKING (1-855-884-5464) or visit www.vikingcruises.com

pbs.org/masterpiece

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