

MASTERPIECE

Viking Renews Sponsorship of MASTERPIECE on PBS through 2023 This Year Marks 10th Anniversary as Sponsor

Boston, MA; August 11, 2021—MASTERPIECE has announced that Viking has signed on for an additional two years as a national corporate sponsor for the popular PBS series. This year marks the tenth anniversary of Viking's sponsorship, which began in 2011.

Speaking at the Television Critics Association Press Tour, MASTERPIECE executive producer Susanne Simpson said, "Viking has been an ideal partner whose unwavering support during the past ten years has been critical to MASTERPIECE's success. We're thrilled that Viking has decided to partner with us for another two years."

"Our decade-long relationship with MASTERPIECE has been one of shared values and tremendous growth," said Richard Marnell, Executive Vice President of Viking. "Together with MASTERPIECE, we engage with people who care deeply about the arts, history, culture and exploration—and we are proud and honored to continue our relationship for more years to come."

Celebrating its 50th year, MASTERPIECE is the longest primetime drama on television and is presented on PBS by GBH Boston.

Highlights of MASTERPIECE's upcoming schedule include a new season of the popular crime series *Grantchester; Baptiste* with guest star Fiona Shaw; the return of the hit series *All Creatures Great and Small*; and a second season of *Sanditon*, based on Jane Austen's last, unfinished novel.

pbs.org/masterpiece

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About MASTERPIECE

Winner of 83 Primetime Emmys® and 18 Peabody Awards, MASTERPIECE has been essential Sunday night viewing for millions of fans since 1971. Susanne Simpson is the executive producer and Rebecca Eaton is the executive-producer-at-large for 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 GBH Boston, MASTERPIECE is known for recent hits such as *All Creatures Great and Small*, *Sherlock*, *Downton Abbey* and *Victoria*, and beloved classics such as *Upstairs Downstairs*, *Prime Suspect*, *The Forsyte Saga* and *Poldark*.

About GBH

GBH is the leading multiplatform creator for public media in America. As the largest producer of content for PBS and partner to NPR and PRX, GBH delivers compelling experiences, stories and information to audiences wherever they are. GBH produces digital and broadcast programming that engages, illuminates and inspires, through drama and science, history, arts, culture and journalism. It is the creator of such signature programs as MASTERPIECE, ANTIQUES ROADSHOW, FRONTLINE, NOVA, AMERICAN EXPERIENCE, Arthur and Molly of Denali and a catalog of streaming series, podcasts and on-demand video. GBH's television channels include GBH 2, GBH 44, GBH Kids and national services WORLD and Create. With studios and a newsroom headquartered in Boston, GBH reaches across New England with GBH 89.7, Boston's Local NPR; CRB Classical 99.5; and CAI, the Cape and Islands NPR station. Dedicated to making media accessible to and inclusive of our diverse culture, GBH is a pioneer in delivering media to those who are deaf, hard of hearing, blind and visually impaired. GBH creates curriculum-based digital content for educators nationwide with PBS LearningMedia and has been recognized with hundreds of the nation's premier broadcast, digital and journalism awards. Find more information at gbh.org.

About Viking

Viking was founded in 1997 and provides destination-focused journeys on rivers, oceans and lakes around the world. Designed for experienced travelers with interests in science, history, culture and cuisine, Chairman Torstein Hagen often says Viking offers guests The Thinking Person's Cruise® in contrast to mainstream cruises. In its first five years of operation, Viking has been rated the #1 ocean cruise line in Travel + Leisure's 2016, 2017, 2018, 2019 and 2020 "World's Best" Awards. 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 1-800-2-VIKING (1-800-284-5464) or visit www.viking.com. For Viking's award-winning enrichment channel, visit www.viking.tv.

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