



Friday 27 March, 2026

P&O Cruises receives signed Southampton FC shirt in recognition of £15,000 raised for Saints Foundation

P&O Cruises has been presented with a framed and signed Southampton Football Club shirt by Saints Foundation, in recognition of the £15,000 raised through a special edition front-of-shirt sponsorship initiative earlier this year.

For the club's home fixture against Charlton Athletic at St Mary's stadium on 21 February, P&O Cruises donated its front-of-shirt sponsorship to Saints Foundation, helping to shine a spotlight on the charity's work across the local community and generate vital funds.

The commemorative shirt was presented by Saints Foundation managing director Sam Fulling to Carnival UK and P&O Cruises president Paul Ludlow outside Carnival House in Southampton, marking the success of the partnership.

Carnival UK and P&O Cruises president Paul Ludlow said: "We are incredibly proud to have supported Saints Foundation in such a meaningful way. Southampton is our home, and donating our front-of-shirt sponsorship to help raise both awareness and funds for the Foundation's vital work is something truly special. To receive this commemorative shirt is a fantastic gesture and a reminder of what can be achieved when we come together as a community."

Saints Foundation managing director, Sam Fulling, added: "We are hugely grateful to P&O Cruises for its generosity and support. The decision to donate its front-of-shirt sponsorship created a powerful moment that not only helped us to raise £15,000 but also helped us reach new audiences. This shirt represents a brilliant partnership and will serve as a lasting symbol of the difference we can make together."

P&O Cruises commitment to the city has extended to Saints Foundation since the brand became Southampton Football Club's sleeve sponsor in the summer of 2024. With over two years of partnership, P&O Cruises has hosted fundraising events on its flagship Britannia, seen staff raise money by running from Liverpool to Southampton, and supported many other initiatives.

The framed shirt will be displayed at Carnival House as a lasting reminder of the partnership and its impact on the local community.

For more information, call P&O Cruises on 0344 338 8003, visit www.pocruises.com or visit a travel agent.

A selection of images can be downloaded, [here](#).

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P&O CRUISES

Media Assets (for media only)

P&O Cruises images are available at <https://pocruises.assetbank-server.com/assetbank-pocruises/>

Email: presspics@pocruises.com

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About P&O Cruises

P&O Cruises is Britain's favourite cruise line, welcoming guests onboard its seven ships to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered towards British tastes. With a proud history spanning more than 187 years, each ship has its own appeal from family friendly or exclusively for adults with every sailing delivering each guest a *holiday like never before*.

With over 180 destinations worldwide, P&O Cruises itineraries are carefully curated to inspire discovery and are varied to suit newcomers and experienced guests alike. P&O Cruises prides itself on working with top culinary talent; Food Heroes include chefs Marco Pierre White and José Pizarro as well as award-winning drinks expert Olly Smith.

Recent awards for P&O Cruises include:

1. Wave Awards 2025 – Best Advertising & Marketing Campaign
2. British Travel Awards 2025 – Best Cruise Line for Family Holidays
3. The Travel Industry Awards 2025 by TTG – Industry Marketing Campaign of the Year
4. Sailwaze Excellence Awards 2025 – Best in Entertainment
5. Best in Cruise Awards by Cruise Critic Awards 2025 – No-Fly Cruise Line (Ocean Category)

The company is part of Carnival Corporation & PLC (NYSE/LSE: CCL; NYSE:CUK).