

Press Release - EQCA
Word Count: 430
4/17/09



FOR IMMEDIATE RELEASE

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SWEET PARTNERS WITH EQUALITY CALIFORNIA Lesbian Travel Company Looks to Create Change on Land and at Sea

San Francisco, CA (April 14, 2009) – Sweet, a lesbian travel company with a green twist, announced today that it is becoming a Statewide Sponsor of the LGBT civil rights organization Equality California (EQCA).

The Sweet / EQCA sponsorship agreement is worth an estimated \$50,000, including donations of cash, gift matching and a series of balcony staterooms for two aboard the widely anticipated Sweet Caribbean Cruise to be featured at EQCA silent auctions. The Sweet Caribbean Cruise sets sail from New Orleans on November 8, 2009, for a weeklong tour of the Caribbean Islands.

“Sweet merges the best of lesbian travel with a commitment to social and environmental awareness,” says Sweet ceo and founding partner Shannon Wentworth. “Sweet and Equality California both share a passionate commitment to achieving civil rights protections for the LGBT community. Given last year’s unfortunate passage of California’s Proposition 8, we believe that its time for the business community to give as much as they can to help overturn this terrible law. We’re stepping up and putting our money where our mouths are.”

Two Equality California representatives will travel aboard the Sweet Caribbean cruise, providing presentations about the state of LGBT civil rights in California and educating guests about Equality California’s important work.

“Equality California and Sweet share important values and principles,” said Geoff Kors Equality California’s Executive Director. “We both believe in creating positive change for LGBT people through grassroots programs and securing and expanding legal protections.”

In the past decade, EQCA has successfully passed more than 50 pieces of civil rights legislation for the LGBT community – more than any other statewide LGBT organization in the nation. “In 2008, there were only a handful of businesses that contributed to No on 8 efforts,” says Kors. “Sweet contributed over \$25,000 to the campaign, more than any other travel company.”

Sweet also offers a donation program for its guests. The company will match contributions made by booked guests to non-profits up to \$100 per guest and \$10,000 per year. Last year, Sweet donated more than \$95,000 in cash, donation matching and in kind donations to more than a dozen community organizations. “Giving back is one of Sweet’s core principles,” Wentworth notes. “Weaving no-hassle volunteer experiences and donation opportunities into vacation planning is one way Sweet helps its guests do good and have fun at the same time.”

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About Sweet

Founded in January 2008, Sweet is a lesbian travel company that merges the best of lesbian entertainment with social consciousness and environmental awareness. In April 2008, Sweet secured an agreement with Norwegian Cruise Line (NCL) to offer a Caribbean Cruise, November 8-15, 2009. Other trips currently available are a Sweet Salmon River Rafting Adventure, August 16–21, 2009, and a Sweet Kenyan Safari, February 7–16, 2010. To learn more about Sweet’s lesbian travel opportunities, please visit www.discoversweet.com or call 877-793-3830.

Sweet is a member of the International Gay and Lesbian Travel Association, accredited by the Better Business Bureau and a Registered Seller of Travel in the State of California (CST#2091755-40).

Press: For more information, please visit <http://discoversweet.com/sweet-media-center/>. To schedule an interview with ceo and founding partner Shannon Wentworth, please contact Leyla Farah at Cause+Effect PR, 415.269.8493, leyla@cause-pr.com.

About Equality California

Equality California (EQCA) is the largest statewide lesbian, gay, bisexual, transgender-rights advocacy organization in California. In the past decade, EQCA has strategically moved California from a state with extremely limited legal protections for LGBT individuals to a state with some of the most comprehensive civil-rights protections in the nation. EQCA has passed over 50 pieces of legislation and continues to advance equality through legislative advocacy, public education and community empowerment. www.eqca.org.

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