



**FOR IMMEDIATE RELEASE**

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**SWEET AND BABELAND ROCK THE BOAT**

**New Lesbian Travel Company Announces Sex Toy Partnership  
for Adventure on the High Seas**

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DISCOVERSWEET.COM

San Francisco, CA (June 2, 2009) – What do you get when Sweet, the new lesbian travel company with a green twist, announces a partnership with Babeland, the go-to destination for women looking to buy sex toys? Satisfied guests.

Today, Sweet announced it's teaming up with Babeland to offer workshops on board the widely anticipated Sweet Caribbean Cruise. Sweet's inaugural cruise is setting sail from New Orleans on November 8, 2009, for a weeklong tour of the Western Caribbean. Babeland employees will be on board to host toy parties and presentations and distribute prizes and gift baskets to winners of on-board contests and games. Sweet guests will also receive discount cards to use when they get back home.

"This, of course, is one of the fun parts of my job," said Sweet ceo and founding partner Shannon Wentworth. "We're looking forward to some fun and frisky workshops. Babeland's positive outlook and passion for women's pleasure and health makes them a natural partner for Sweet."

Claire Cavanah and Rachel Venning, Babeland's co-founders, are thrilled at the prospect of partnering with Sweet as well. "At Babeland, we believe sex-positive people make the world a happier and more passionate place. Sweet's passion for the environment, for the community and for having fun all combine to make this partnership a perfect fit for us."

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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](http://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).

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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](mailto:leyla@cause-pr.com).

### **About Babeland**

With three locations in New York, one in Seattle, a partnership in Los Angeles and website, [babeland.com](http://babeland.com), Babeland is recognized around the world as a friendly place to shop for sex toys, books, and videos. Founded in 1993, Babeland has received numerous honors in its fifteen years of business, including Zagat Survey Awards for "Top Service" in New York City in 2003 and 2006. Babeland has been voted "Best Place to Buy Sex Toys" by publications like The Village Voice, New York Magazine, New York Press, Miami New Times, Seattle's The Stranger, and the Seattle Weekly. Self Magazine has hailed co-Founders Rachel Venning and Claire Cavanah as "new generation sex gurus." [www.babeland.com](http://www.babeland.com)

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