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Media Contact: Leyla Farah
Cause+Effect PR
leyla@cause-pr.com
510.922.9999

The Sweet Ripple Effect
How one lesbian cruise is creating a world of change

877.793.3830 T
510.595.7746 T

1315 67th St
Emeryville, Ca 94608

877.793.3830
DISCOVERSWEET.COM

San Francisco, CA (December 22, 2009) – The amazing ripple effect from Sweet’s inaugural cruise to the Caribbean, November 8-15, 2009 is still spreading around the world. Sweet, the new lesbian travel company that’s committed to making a difference, is proud to have inspired so many women – both at home and abroad.

Not only did Sweet’s inaugural cruise offset its entire carbon footprint, the cruise also boasted a unique program of community service project in each port. Sweet guests cleaned up two beaches in Mexico (one in Cozumel, another in Costa Maya), painted a pediatric hospital wing, stocked a children’s library in Belize, re-planted wetlands in New Orleans and upgraded a children’s e-learning center in Roatan. Of the 1,200 guests on board, more than 350 contributed to the community service projects, while many more donated books to the children’s library project.

Inspired by these voluntour opportunities on their vacations, cruise guests have gone home and continued to make a difference. In Chicago, computer IT specialist Denise Johnson, inspired by her experience in Roatan, Honduras, started an online campaign to raise money to purchase more computers for the Partners In Education Roatan (PIER) Project. She’s sending five new computers in 2010. Because of political unrest and a long history of underfunded schools, e-learning centers provide one of the few educational opportunities for children in Honduras. To learn more about how you can help see <http://roatancomputerproject.bbnw.org/index.php>

Inspired by our visit to a local school in Belize, a teacher in Florida taught her students the true meaning of giving. When she saw them throwing and breaking pencils in her classroom, she told them that in Belize school supplies are so scarce, many children have to share one pencil. During Good Deed Week at her school, her students brought in pencils and other school supplies to send to Belize.



At a holiday party thrown by Sweet guests Laura Fitzpatrick and Natalie Garcia, guests were asked to bring a holiday book for a child in lieu of a gift exchange. They collected 30 books to add to the Sweet Storytime Corner in Belize.

Touched by the number of stray dogs roaming the island, cruise DJ Trina Johnson and Natalie Garcia are raising money to send a vet and a vet technician to Roatan to help.

And these are not the only ones! Sweet guests are creating ripples of love and hope both in their local communities and in places they've visited. As a travel company, Sweet is proud to serve as inspiration for these wonderful women. Watch for more Sweet waves to start in 2010 as we venture to the incredible African country of Kenya, explore the breathtaking islands of Hawaii and return to the beautiful Mexican island of Cozumel!

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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. Sweet's upcoming trips include Salmon River Rafting Adventure, August 16–21, 2009, Sweet Kenyan Safari, February 7–16, 2010, Sweet Cozumel Palace Resort, September 4-11, 2010, and Sweet Hawaiian Islands Cruise, July 31-August 6, 2010. To learn more about Sweet's lesbian travel opportunities, please visit www.discoverstweet.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://discoverstweet.com/sweet-media-center/>. To schedule an interview with CEO and Founding Partner Shannon Wentworth, please contact Leyla Farah at Cause+Effect PR, 510.922.9999, leyla@cause-pr.com.

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