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SWEET MAKES A SPLASH WITH THE DINAH

New Lesbian Travel Company Teams Up With The Dinah To Create a Lesbian Paradise at Sea

Ask any lesbian what the biggest women's event of the year is and she'll probably say "The Dinah." This year, lesbians in the know are gearing up for more of a good thing with the announcement that Sweet, a lesbian travel company with a twist, is teaming up with Club Skirts The Dinah to produce a staggering line up of entertainment on board the Sweet Caribbean Cruise, November 8-15, 2009.

"Who says lesbians don't know how to have a good time?" says Sweet CEO Shannon Wentworth. "Our Caribbean cruise is going to be unforgettable. An ocean liner full of beautiful women, having fun and making the world a better place? It doesn't get any better than that."

Lesbians looking for nightlife on board the breathtaking Norwegian Cruise Line's ship, The Norwegian Spirit, will have plenty to choose from. Sweet and the The Dinah will team up to present a creative line-up of evening revelry, including themed events such as an 80s party, a Champagne and Bubbles Foam party, a PJs and Lingerie party, a Sweet Pink Party and, what is likely to be a crowd favorite, a Naughty or Nice party.

"I can't wait for this trip," says Mariah Hanson, founder of Club Skirts The Dinah, and also a member of Sweet's Board of Directors. "For one week, almost two thousand lesbians will get to have fun, share their stories, and make the kinds of connections that enrich their lives. It's a powerful thing – especially for women who don't have access to that every day."

Other Sweet entertainment during the cruise will include shows featuring renowned lesbian performers such as the witty and wicked comedians Suzanne Westenhoefer, Erin Foley, Gloria Bigelow and Sandra Valls, along with the immensely talented singer-songwriters Jen Foster and Edie Carey. Adding to the on board merriment will be four of the country's hottest DJ's – Dirty Kurty, Trina J, Kathy V and Disco Bambina– who will spin their magic at a series

of dance parties and other cool events. The immensely popular AfterEllen.com vloggers, Nat & Meg, who recently began posting “Nat & Meg’s Sweet Adventures,” will also provide entertainment and post vlogs about their adventures during the cruise.

For those interested in joining the cruise but concerned about the expense, Sweet offers a convenient and friendly way to enjoy any Sweet vacation without worrying about paying the full amount upfront. With Sweet’s monthly payment plan, travelers can book the Caribbean cruise now, make their first payment, and continue making monthly payments without ever paying interest or other fees. The price posted on Sweet’s website (www.discoverstweet.com) is the price guests pay—no hidden fees, taxes, surcharges, gratuities or other surprise costs, ever. “I’m so impressed with Sweet’s approach,” says Hanson. “The monthly payment program really gives lesbians a sense of confidence when they book a Sweet vacation, especially with the way the economy is. I don’t think there are any other cruise companies offering interest-free payment plans right now.”

Merging the best of lesbian travel with social and environmental awareness, Sweet aims to make the world a better place while having a blast in it. “We believe in offering opportunities for our guests to get involved in projects that help to protect the environment and give back to communities in need,” says Wentworth. “We’re planning a variety of voluntourism and eco-tourism activities during the Caribbean cruise in November. The idea is to leave the places we visit in better condition than before we came, and to add meaning and purpose to a Sweet vacation.”

On board the upcoming Sweet Caribbean cruise, there will be workshops and seminars with experts to discuss issues such as health, nutrition, fitness, self-esteem, workplace advancement and other topics of particular relevance to lesbians. Guests can choose to participate in a variety of voluntourism activities, or they may prefer to lounge by the pool, soaking up the sun, with the sweet feeling that others are working nearby to help paint a school or refurbish a wildlife habitat.

Sweet’s holistic approach to vacationing balances fun with social consciousness and environmental awareness, one of Sweet’s core principles. Sweet eliminates all the carbon it creates, including air, sea and car travel, with donations to the CarbonFund.org. Sweet has made

a name for itself in the lesbian community, which has always been known for its volunteerism and activism, by offering guests the opportunity to volunteer for charity as part of their activities while on board and in port. As part of its Sweet Caribbean cruise, Sweet has chosen to contribute to a massive tree planting effort along the banks of the Tensas River in Louisiana—significant because the cruise departs from New Orleans.

Before the inaugural cruise departs in November 2009, Sweet will offer a three-day land package in New Orleans where approximately 100 guests will have an opportunity to participate in Bayou Rebirth – spending about four hours replanting 10,000 plants and learning about the fragile ecosystem – and enjoy New Orleans’ vibrant gay nightlife at night. Once on board the cruise, guests will visit several exotic Caribbean ports such as Roatan, Honduras; Costa Maya, Mexico; Cozumel, Mexico, and Belize City, Belize. Each port offers an array of things to do, such as scuba diving and snorkeling, excursions to ancient Mayan ruins, shopping in local villages, or simply relaxing in the sun and sipping margaritas on the white sandy beaches.

“It’s Sweet’s way of giving back to its guests,” says Wentworth. “Planning your vacation should leave a sweet taste in your mouth. Of course, partying, volunteering, sunbathing, shopping and just hanging out with almost two thousand beautiful women is pretty sweet too.”

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For more information on Sweet’s Caribbean cruise, please visit www.discoverstweet.com. To book a spot on the Caribbean cruise, please call toll-free 1-877-SWEET-30 (1-877-793-3830) or 510-595-7763 or email info@discoverstweet.com.