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**SWEET LAUNCHES U.S. VOLUNTOUR**

**Live Sweet takes fun, community service model on the road**

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San Francisco, CA (February 4, 2010) – Building on its successful, 2009 Sweet Caribbean Cruise, lesbian travel company Sweet puts its mission in motion with its Live Sweet Voluntour. Sweet will rally its “Sweeties” to do fun-filled, community service and fundraising projects all over the United States.

“The model is simple: Have fun, do good,” Shannon Wentworth, Sweet founding partner and CEO, said. “The volunteers on our cruise had such an amazing time doing our community service projects, we thought, why not do that in our own backyards?”

Sweet kicks off its tour in Orlando, Florida, on April 18, with a community fun run to support Haiti relief efforts and clean water projects all over the world. The 6-kilometer distance represents the average distance women and children all over the world walk each day to secure water.

“The Live Sweet Voluntour 2010 aims to start as many ripples in as many cities in the United States as we can reach this year,” Wentworth said. “We’re traveling to different cities to lead community service projects, gather Sweeties for fun and fundraising fitness events and host parties to celebrate our lives. We’re also spreading lesbian visibility in the United States, where it seems like every day people are voting on whether we deserve equal rights. The more we connect with people in our own backyard, the less likely they will be to vote against us.”

Sweet launched Live-Sweet.com to support the Live Sweet Voluntour and connect Sweeties who want to participate in their areas. The tour hits Orlando, Fla., April 16-18, 2010; New York City and Newark, New Jersey, April 23-25, 2010; and Denver, Colo., April 30-May 2, 2010. The Live Sweet site also features a form for Sweeties to suggest projects or events for Live Sweet tour, which is expected to run from mid-April to mid-October.

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### **About The Live Sweet Volontour 2010**

The Live Sweet Volontour 2010 takes Sweet's mission of love, laughter and unbridled glee around the country as Sweet leads community service projects, gathers Sweeties for fun fitness events to raise much needed funds, and hosts parties to celebrate lesbian lives. The tour will spread lesbian visibility in the United States and help lesbians across the country connect with one another, make a positive impact in their local communities, and interact with their neighbors – who might someday be called upon to vote on LGBT equal rights.

The Live Sweet tour is expected to run from mid-April to mid-October. Current tour dates include stops in Orlando, FL; New York City, NY; Newark, NJ; and Denver, CO. The public is encouraged to suggest additional community service projects, events and potential tour stops at <http://live-sweet.com/>

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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 Vegas Sweet Vegas, May 28-31, 2010, Salmon River Rafting Adventure, August 16–21, 2010, Sweet Hawaiian Islands Cruise, July 31-August 6, 2010, and Sweet Cozumel Palace Resort, September 4-11, 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).

For more information, please visit <http://discoversweet.com/sweet-media-center/>

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### **Press**

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

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