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**SWEET SAILS THE HAWAIIAN ISLANDS ABOARD PRIDE OF AMERICA**  
**Large group vacations with mainstream cruise passengers**

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San Francisco, CA (February 5, 2010) – Responding to its guests' desire to travel to Hawaii during the summer months, lesbian travel company Sweet says "Aloha" to the Hawaiian Islands during a seven-day voyage, July 31-August 7, 2010, in which the large lesbian group mingles with mainstream cruise passengers.

"Most of our guests are out in their everyday lives. While they want to travel with kindred spirits, time of year, price and destination trump an exclusive cruise experience," Shannon Wentworth, Sweet founding partner and CEO, said. "On our Hawaiian Islands Cruise, we'll enjoy the best of both worlds. We'll feature a lot of special treats and exclusive experiences for our guests, in addition to parties with the local lesbian communities in our overnight ports and community service projects in select ports."

The Sweet group is traveling aboard the gloriously appointed, Americana-themed Pride of America, which features 11 exquisite dining options (like fresh sushi and tapas), the luxurious three-story Hollywood Theatre, two pools, the indulgent Barong Spa, a full-service gym, golf driving range, basketball court and more.

"Part of Sweet's mission is to increase lesbian visibility, which is completely compatible with taking a large group on a mainstream cruise," Wentworth said. "We'll enjoy the connection of traveling in community, while also meeting mainstream passengers from all over the United States who might one day be called upon to vote on LGBT equal rights. It's a wonderful win-win."

Sweet partners with Norwegian Cruise Line (NCL) once again to explore the Hawaiian Islands. The cruise starts in Honolulu, Oahu, overnights in *Kahului, Maui*, spends full days in *Hilo* and *Kona, Hawaii*, and then overnights in Nawiliwili, Kauai, before returning to Honolulu. The cruise features an astounding 100 hours in port during the week, which affords plenty of time for exploring the islands, participating in Sweet's famous community service projects and engaging with the local lesbian community in port.



The Sweet group enjoys a number of special perks, including a bottle of wine, amuse-bouche treats, Sweet cocktail party with hors d'oeuvres, premium Sweet seating for the shows and dining area, special shore excursions and parties in port, and more.

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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).

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, 510.922.9999, [leyla@cause-pr.com](mailto:leyla@cause-pr.com).

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