

the pleasure project

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PLEASURE RETAILER DONATES SALES TO PROMOTE PLEASURE AND SAFER SEX IN DEVELOPING COUNTRIES

Passion joins forces with The Pleasure Project to fund sex-positive safer sex campaigning

1 November 2005 – Preventing HIV/AIDS transmission by promoting pleasurable safer sex is the aim of the 'Share Your Pleasure' initiative, which will launch 4 November at <http://www.passiononline.co.uk/shop/default.php?cPath=117>. Passion – which sells relationship-enhancement products such as adult toys, DVDs and lubricant – will donate 30 per cent of sales from a selected range of its products to The Pleasure Project – an educational organisation that aims to reduce rates of HIV/AIDS by making sex education sexier and the sex and pleasure industry safer.

Among the 30 items included in the 'Share Your Pleasure' initiative are the best-selling Cordless Rabbit Vibrator, all-natural Oncore Gel lubricant, and the pink suede Kitty Crop, as well as a range of sex toys from a woman-owned company in the USA that prioritises good working conditions and quality products. All of these items are designed to make sex and relationships more pleasurable for Passion's customers. And thanks to the initiative, the purchase of these items will now enable customers to contribute to promoting *pleasurable* safer sex in the developing world, where HIV and AIDS are having the greatest impact.

"'Share Your Pleasure' is unique because it brings the pleasure industry together with the HIV/AIDS prevention world for a common cause," said Anne Philpott of The Pleasure Project. "In the HIV/AIDS prevention world, sex is often treated as a necessary evil rather than a potentially pleasurable experience. And throughout much of the pleasure industry – including in most adult films – safer sex is rarely included. These two worlds have a lot to learn from each other."

According to the World Health Organisation, 4.9 million people were newly infected with HIV in 2004 – that's an average of nine people per minute – highlighting the urgent need to continue prevention efforts. Yet most prevention programmes use fear of disease to encourage people to practice safer sex. The Pleasure Project takes a positive approach to prevention. Proceeds from the 'Share Your Pleasure' initiative will go towards helping The Pleasure Project provide sex-positive training materials and resources for sexual health trainers, and to help fund a pleasure and safer sex workshop for sexual health educators in Vietnam.

"People have sex for many reasons, but pleasure is at the top of the list," said Faith Attwell, owner of Passion. "Since HIV is primarily sexually transmitted, we cannot ignore the role that pursuit of pleasure plays in the epidemic, nor should we continue to ignore the potential power of pleasure in helping to prevent infection. 'Share Your Pleasure' is a great way for us, and for our customers, to help stop the spread of HIV/AIDS and other STIs in a unique and positive way."

The Pleasure Project is an educational organisation that builds bridges between the pleasure/sex industry and the safer sex world. It provides sex-positive sexual health training and materials, particularly in resource-poor areas of Africa and Asia, and promotes erotica and porn that depict safer sex. www.the-pleasure-project.org

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