

FOR IMMEDIATE RELEASE

Media Contact: Andrea Burnett
Good Vibrations Public Relations
415.974.8985 ext.203
andreab@goodv.com

MUY CALIENTE! GOOD VIBRATIONS ARMS LATINA WOMEN WITH SEX TOYS ***Bay Area Sex Toy Store Educates Latina Women About Sexual Health & Pleasure***

SAN FRANCISCO (September XX, 2003): Ever seen a group of Latina woman talking about sexual health, pleasure and enhancement? Sadly, for generations the answer has probably been “no.” The good news is that times are changing!

While religious and cultural customs have traditionally prohibited Latina women from openly discussing their sexual health, today’s community of Latina women is bravely exploring different ways they can enhance their knowledge of sexual pleasure.

Good Vibrations, San Francisco’s women-owned sex-toy, book and video store, is excited to lead the way in supporting this change within the Latina community, offering educational and erotic books and videos focused on Latin culture, as well as a wide variety of adult toys appropriate for Latina women and their partners.

- ***Caliente: Latin American Erotica***, book by J. H. Blair, editor: The intense joys of Latin sexuality emerge in all their robust, sensual and heady splendor in this collection of short stories and book excerpts from acclaimed authors such as Isabel Allende, Laura Esquivel, Carlos Fuentes and many more.
- ***Sexuality of Latinas***, book by Norma Alarcón, Ana Castillo and Cherríe Moraga, editors: In Spanish and English, this collection of poetry, stories and essays from Latina authors will leave readers enraptured by a world of sexuality that pushes past cultural repression and political boundaries to flower into its own voice.
- ***Please Don’t Stop: Lesbian Tips for Givin’ & Gettin’ It***, video by Sexpositive Productions: Featuring an all-women-of-color cast and crew (including Latina, Asian and African-American women), *Please Don’t Stop*, is educational, political and sensual, offering an exploration of sexuality that addresses cultural attitudes about sex and our bodies and a narrative that flows between instructive conversation about pleasure and hot, sweet, real sex between women of color.

In addition to these books and videos aimed directly at Latina customers, Good Vibrations offers a distinct collection of toys for all women of color. Realistic sex toys in

—MORE—

“flesh tones” are not limited to peach colors, but are also available in darker tones, often in medium and chocolate colors.

To make shopping easier for Spanish-speaking customers, the Good Vibrations website, www.goodvibes.com, offers a selection of books in videos in Spanish, with product descriptions en Espanola. In addition, customers shopping in Good Vibrations stores and via phone can ask to speak to a member of the Spanish-speaking sales staff.

About Good Vibrations

Established in 1977, Good Vibrations is a worker-owned and operated cooperative comprised mostly of women, who strive to help women and men realize and celebrate their sexual health and potential. They're a group of individuals committed to making the world a place where sex and pleasure are recognized as a birthright. Good Vibrations' branches include retail stores in San Francisco and Berkeley, California; a mail order catalog; web site, www.goodvibes.com; publishing company Down There Press; audio division Passion Press; Sexpositive Productions, the GV Video Production Team; and an Education/Outreach department that presents educational workshops nationwide.