

# PURE ROMANCE

## **Pure Romance celebrates 25<sup>th</sup> Anniversary by hosting its World Conference in Cincinnati**

CINCINNATI (April 18, 2018) – Twenty five years ago, Patty Brisben was working a side hustle to help cover the expenses of raising four children as a single mother. That side hustle has grown into Pure Romance, the world’s largest and fastest-growing woman-to-woman direct seller of relationship-enhancement products, boasting sales of more than \$200 million/year from the work of 30,000 Consultants, literally around the world.

More than seven million women in the world attended a Pure Romance in-home party last year.

Beginning today, some 5,000 Consultants will converge in Cincinnati to celebrate the company’s silver anniversary over four days of educational seminars, social gatherings and rallies in the headquarter city of the company now run by Brisben’s son, Chris Cicchinelli. The Pure Romance World Conference will have a \$4 million economic impact to downtown Cincinnati over the four days of the meeting, according to a study by the University of Cincinnati Economics Center.

The second job has become more commonplace these days as more than 44 million Americans have a “side hustle” to earn extra money in addition to their full time jobs, according to a recent study by Bankrate.

Experts say, young people as a whole (those aged 18-36), earn less from their secondary source of income than older generations. Only 19% of young people with a monthly side hustle earn more than \$500 per month, compared to 50% of those who are older. And those approaching retirement age (53 to 62) are the group most likely to earn \$1,000 a month from their gig.

According to a recent study, only four percent of American companies celebrate the milestone of their 25<sup>th</sup> Anniversary. Chris and Patty are on the road more than 250 days a year meeting and educating their Consultants on how to run their own small businesses.

Women can begin their own Pure Romance small business for under \$100 with an initial product kit. Pure Romance provides all of the tools for these women to be successful including: regular live and on-line seminars, sales tools, incentives and coaching sessions with the CEO of the company. For more information about Pure Romance, visit [PureRomance.com](http://PureRomance.com).

### **About Pure Romance**

Pure Romance is the world’s largest and fastest-growing woman-to-woman direct seller of relationship-enhancement products. Pure Romance markets its premier line of products, ranging from bedroom accessories to beauty products to lingerie, through a network of more than 30,000 specially trained or certified sales Consultants at in-home parties throughout the United States, Canada, Puerto Rico, South Africa, and Australia.

For more information, visit [www.pureromance.com](http://www.pureromance.com).

### **Contact:**

Jackie Reau, Game Day Communications  
(513) 708-5822, mobile  
[jreau@gamedaypr.com](mailto:jreau@gamedaypr.com)