

# PURE ROMANCE

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## **4,000 Pure Romance Consultants to participate in “Dine Cincinnati” to showcase the local restaurant scene and keep the dollars local**

CINCINNATI (August 7, 2014) – As part of the Pure Romance World Conference, some 4,000 Pure Romance Consultants will be treated to a “Dine Cincinnati” luncheon today by the company who has partnered with 12 restaurants in downtown Cincinnati and Over-the-Rhine to serve its Consultants with prix fixe, pre-paid lunch menus.

“The goal is for the Consultants to have the opportunity to experience the great dining Cincinnati has to offer while keeping the revenue local,” said Chris Cicchinelli, CEO of Pure Romance.

Celebrating the 21<sup>st</sup> year of Pure Romance, the World Conference offers sales tips and discussions on such topics as running a small business, social media marketing and women’s sexual health. Additionally, a number of prominent physicians specializing in women’s health will present on topics related to sexual healthcare.

Pure Romance, the \$100 million in-home party company that sells toys, lotions and other relationship enhancement products, will add more than \$2 million in economic impact to the city by hosting the World Conference, making it the largest corporate meeting to be held in downtown Cincinnati this year.

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### **About Pure Romance, LLC**

Pure Romance is the nation’s leading 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 100,000 specially trained or certified sales Consultants at in-home parties throughout the United States, Puerto Rico, South Africa, and Australia. With a tradition of empowering women, both sexually and financially, the company focuses on numerous sexual health education ventures, such as its ongoing relationship with Indiana University’s Center for Sexual Health Promotion, which includes collaborative research studies and training courses. For more information on Pure Romance and its products, please visit [www.pureromance.com](http://www.pureromance.com).