

# PURE ROMANCE

## **Pure Romance World Conference Returns to Cincinnati, August 6-10**

*4,000 Consultants Converge on Cincinnati, making it the city's largest corporate meeting*

CINCINNATI (August 6, 2014) – More than 4,000 consultants from around the world will spend five days in downtown Cincinnati for the Pure Romance World Conference, beginning today through Sunday, August 10.

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.

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.

"We are thrilled to showcase our new downtown headquarters to our 4,000 Consultants traveling here from around the world to join us in Cincinnati for our World Conference," said Chris Cicchinelli, CEO of Pure Romance. "This year's World Conference is bigger and better, from the increased number of training sessions to the prominent guest speakers and the educational courses."

Today, hundreds of Pure Romance consultants and staff met at Fountain Square at noon for a pep rally to "Paint the Town Pink" in celebration of the World Conference. Cincinnati Mayor John Cranley presented Founder Patty Brisben and CEO Chris Cicchinelli with a proclamation declaring "Pure Romance Day" in Cincinnati. Additionally, Pure Romance announced a \$5,000 grant to Women Helping Women during the rally.

"The Pure Romance World Conference has become one of the largest corporate meetings held in downtown Cincinnati by a company headquartered in our city," said Dan Lincoln, CEO & President of the Cincinnati USA Convention & Visitors Bureau. "We look forward to welcoming the 4,000 Pure Romance Consultants to enjoy the renaissance happening in downtown Cincinnati and Over-the-Rhine."

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