

PURE ROMANCE

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**Pure Romance to hold World Conference in Orlando from March 30-April 2
Some 3,000 Consultants expected to attend, generate \$2 million economic impact to the area**

CINCINNATI (For Immediate Release) – More than 3,000 consultants from around the world are expected to attend the Fourth Annual Pure Romance World Conference to be held March 30-April 2 at the Hyatt Regency, Orlando, Florida, where speakers and staffers will offer tips and discussions on running a small business, social media marketing and women’s sexual health. Top sales performers within the company also will be recognized. The annual Pure Romance World Conference typically adds more than \$2 million in economic impact to the area.

Pure Romance is the world’s largest and fastest-growing woman-to-woman direct seller of relationship-enhancement products.

“Our conference serves as a great resource each year for our Consultants,” said Chris Cicchinelli, President & CEO of Pure Romance. “Not only do the Consultants learn from some of the leading experts in the field, they also learn from each other and take those best practices back home with them.”

Elizabeth Gilbert, author of the best seller *Eat Pray Love*, is the headline speaker for the World Conference. She is also the author of *Committed*, a follow up to *Eat Pray Love*, in which she explores her own ambivalent feelings about marriage. Her latest novel is *The Signature of All Things*, called “the novel of a lifetime” by *O Magazine*. Gilbert will be speaking at the afternoon session on Friday, April 1.

Other notable speakers, among others, include:

Connie Podesta, therapist and author of *Life Would Be Easy if it Weren’t for Other People*
Fawn Germer, author of eight books, including her newest, *Reset*, on work-life balance
Matthew Kelly, business consultant and founder of the Dynamic Catholic Institute

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About Pure Romance

Pure Romance is the nation’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 100,000 specially trained or certified sales Consultants at in-home parties throughout the United States, Puerto Rico, South Africa, and Australia. For more information, visit www.pureromance.com.

Note to Media

For interviews with CEO Chris Cicchinelli, Founder Patty Brisben, or any of the speakers, contact Jackie Reau/Betsy Ross at Game Day Communications, (513) 708-5822.