

FOR IMMEDIATE RELEASE

The Greening of Sex

Toronto, May 4, 2016. After seven years of leading the charge in environmentally friendly sexuality products, the owners of Ecosex.ca will be closing their e-commerce site on May 23rd. Amy and Kim Sedgwick are shifting their attention away from retail sales and pursuing other passions: education, writing, and coaching.

As Kim explains, “We have successfully reached our goal. The mission from day one was to raise awareness about the sex toy industry and to provide a way for consumers to ‘vote with their dollar’ by supporting sex-positive, health-minded companies.”

“That awareness goal has been reached,” adds Amy. “These products are now readily available through other boutiques and mainstream retailers.” When Ecosex.ca opened in 2009, there were limited options for paraben-free lubricants or phthalate-free toys. “Thanks to consumer and media pressure, there’s now a new standard when it comes to sexuality products.”

To help ease the transition for their valuable clients and supporters, Ecosex.ca is pleased to announce two special promotions:

- All products on www.Ecosex.ca will continue to have special Earth Day pricing of 20% off until the site officially closes on May 23.
- From now until May 23, select products will be highlighted, and online customers will receive additional savings up to 70%.

Given that inventory will not be replenished over the coming month, the sisters encourage customers to act quickly if there are particular products they wish to purchase before the store closes.

Amy and Kim thank their loyal customers who have supported the vision of Ecosex.ca for the past seven years. “We are incredibly grateful to have the chance to work with our community through Ecosex.ca. Now we want to support women in the new and expanded offerings of Red Tent Sisters.” You can see the expanded sexuality courses at: www.redtentsisters.com/sexuality

The sisters encourage their community to continue supporting local, independent retailers who share their sex positive approach and commitment to education. Most of the products currently available on Ecosex.ca can be found at the Toronto-based sexuality shop, *Come As You Are* (which also ships internationally). A variety of menstrual products are available from *Lunapads* and Justisse charting materials can be ordered directly from the *Justisse* website. Specialty fertility items can be purchased from *Fairhaven Health*.

For further information, or to arrange an interview, please contact:

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