



ECO-SEX



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The Ecosexual Revolution Has Arrived

Eco-Sex Pioneers Mark the 40th Anniversary of Earth Day by Ushering the Green Movement into the Bedroom

New York, NY (April 6, 2010) – Going green just got a whole lot sexier. Coming together for the first time, leaders of the emerging Ecosexuality Movement have formed a three-way partnership to take it to the next level. Enter **Stefanie Iris Weiss**, author of ***ECO-SEX: Go Green Between the Sheets and Make Your Love Life Sustainable*** (Ten Speed Press / Crown Publishing Group; April 2010; \$14.99); **Ethan Imboden**, founder of **JimmyJane**, a design-centric company that produces eco-friendly sex accessories; and **Justine Roddick**, co-founder of **Coco de Mer**, a luxury erotica boutique with a conscience. These eco-aware industry innovators are recreating the meaning of “the birds and the bees” for a new generation. They aim to help people create truly sustainable sex lives (and have loads of fun while doing it.)

“Green sex is finally having its moment. People realize that their everyday, most intimate habits are deeply connected to the environmental crisis we’re in,” said Weiss. Chock-full of reliable websites, manufacturers and labels to look out for, Weiss’ ECO-SEX is a user-friendly manual covering courtship rituals, bedroom basics, raw-food aphrodisiac recipes and eco-lifestyle tips. From greening your beauty routine to sourcing fair-trade chocolate to unearthing green solutions for STDs to eco-parenting — no dirty detail is left out.

One of the eco-friendly products Weiss touts as simply “life-changing” is JimmyJane’s FORM 6 Waterproof Rechargeable Vibrator. JimmyJane is dedicated to creating beautiful, well-made products to provide exceptional pleasure while keeping their customers and the planet healthy. Their innovative, award-winning sex accessories consistently lead the industry in sustainability, longevity and quality. “We’re thrilled to partner with Stefanie and Justine to help spread the word that it’s easy to be sexy *and* green,” said Imboden. “The information and the products are here. Now more than ever, it’s possible for people to enjoy their sex lives in ways that are consistent with their high standards of quality, design and environmental responsibility.”

And, there’s no better place to indulge an eco-sexy appetite than at Coco de Mer, the deliciously wicked boutique dedicated to luxurious erotica with cheeky humor. From

sustainable spanking rulers to signature silk blindfolds from fair-trade sources, Coco de Mer offers a wide range of stunning, high-end products that are phthalate-free and range in price from \$55 to \$13,000. Roddick is a true groundbreaker and is committed to educating curious consumers who want to perfect the fine art of sustainable sex. According to Roddick, “doing good is the sexiest act of them all.”

To celebrate the 40th anniversary of Earth Day and the growing momentum of the Ecosexual Revolution, Weiss, Imboden and Roddick are hosting a gathering of movers and shakers in New York City. The invitation-only fete will be held at the warm, opulent and sultry Coco de Mer boutique in Nolita (236 Elizabeth Street between East Houston and Prince Street) on April 15. The event will be open exclusively to members of the media from 4 to 6 pm. Other lucky revelers will be invited to join in the sexy fun from 6 to 9 pm. Party-goers will sample organic raw chocolate from Ulimana, sustainable wine from Cakebread Cellars, and experience rare, surprising erotic delights, if they dare.

About *ECO-SEX: Go Green Between the Sheets and Make Your Love Life Sustainable* by Stefanie Iris Weiss

A discerning, sexy and on-trend guide, *ECO-SEX* examines all the elements it takes to create a truly sustainable sex life. Recharge your passion for the environment with *ECO-SEX*, and help inaugurate the next (and best) sexual revolution. Chock-full of reliable websites, manufacturers and labels to look out for, *ECO-SEX* is a user-friendly manual covering courtship rituals, bedroom basics and eco-lifestyle choices. From greening your beauty routine to sourcing fair-trade gifts to green solutions for STDs to eco-parenting – no dirty detail is left out. For more information, check out www.ecosex.net.

About Jimmyjane

Founded by Ethan Imboden, Jimmyjane is a design-centric brand founded on the belief that life is better with a sexy twist. The company designs products and experiences to provide pleasure, strengthen connection and create provocative possibility. Since day one, Jimmyjane has been dedicated to providing exceptional pleasure while keeping its customers and planet healthy. Their innovative, award-winning line of vibrators, massage oil candles and massage tools consistently leads the industry in sustainability, longevity and quality. Read more about the company and its Environmental Commitment at WWW.JIMMYJANE.COM.

About Coco de Mer

Set up by Justine and Sam Roddick, daughters of Body Shop founder Anita Roddick, Coco de Mer is a luxury erotic boutique that showcases a full range of luxury erotica, including Apothecary, Bondage, Designer Lingerie, Erotic Art, Rare Books, Designer Sex Toys and much more. Coco de Mer has a very strong and clear set of ethics, ensuring all the products are made with the consideration of environmental and human rights. The company invests in the talents of local artisans. When skills are sought abroad, Coco de Mer works with small Fair Trade projects or cottage industries. Ultimately, Coco de Mer hopes that their products bring customers joy, inspiration and a recharge of sexual energy that translates in the infinite enjoyment of one of life's great gifts. Coco de Mer boutiques are located in London, Los Angeles and New York City. For more information, please visit www.cocodemerusa.com.