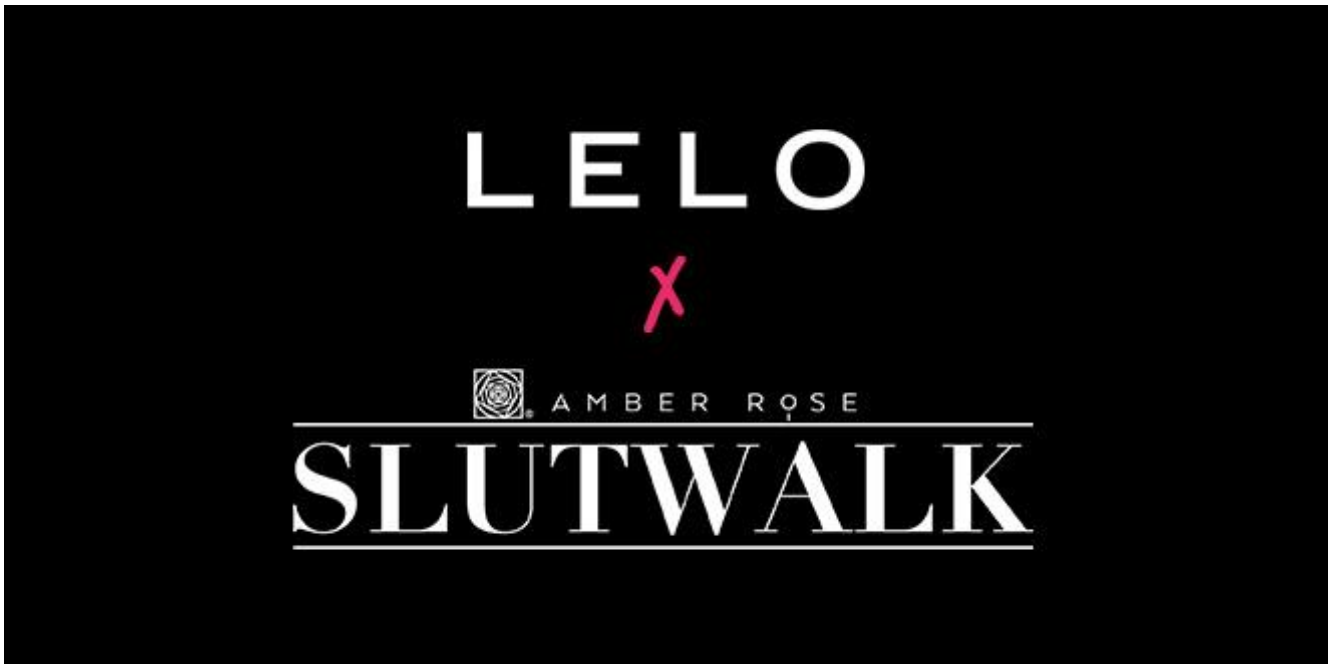


LELO

**AMBER ROSE FOUNDATION ANNOUNCES PARTNERSHIP WITH
GLOBAL PLEASURE BRAND LELO FOR SLUTWALK 2017**



12 September, 2017: Las Vegas/Stockholm/Melbourne:

The world's foremost pleasure brand, [LELO](#), today proudly announced that it had stepped up as a supporter of the [Amber Rose Slutwalk](#) in Los Angeles this year.

As a long-time innovator in the field of personal pleasure, LELO has long embodied the same values that made Slutwalk resonate across the world, making the partnership a natural one.

Held at 11am-5pm on October 1 2017, Slutwalk is a major cultural non-profit event, celebrating sexual expression and independence, as well as promoting a positive image of multicultural diversity and gender equality – among much else.

Now in its third year, the Amber Rose Slutwalk attracts over 11,000 people to the event, while millions more participate online and across the world. The empowering event embodies a new generation of sexual understanding and dialogue by confronting double standards and challenging preconceptions.

LELO's presence at the event includes complete sponsorship, as well as free giveaways and

Note to Editors: All sales inquiries can be directed to Global: sales@lelo.com / USA: usa@lelo.com

LELO is the world's leading designer brand for intimate lifestyle products. On launching in 2003, LELO transformed the look, feel and function of how personal massagers were perceived, and now applies the same commitment to quality and innovation through bedroom accessories, soy massage candles. LELOi AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.

support for getting the word out to the right people. LELO balloons with positive messages will be available, and LELO and Amber Rose have been conducting competitions on social media to generate even more support. The competition can be found at Slutwalk's Instagram account, @slutwalk_la.

LELO CMO, Steve Thomson, said: "For 15 years, LELO has been fighting the good fight for free and positive sexual expression. It's more important now than ever before, which makes it the perfect time to lend our complete support to the Amber Rose Slutwalk. Everyone at LELO is incredibly excited to be involved – after all, the fight for gender and sexual equality is the one that will define our generation. There's no bigger battle to pick, and we're proud to be right on the front line."

Alongside that activity, LELO is also supporting the brilliant and provocative artist Maggie West. LELO is sponsoring West's beautiful art installation is a celebration of female sexuality and a tribute to sexual independence – perfectly in keeping both with Slutwalk's values, and LELO's values.

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