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## **The Everything To Do With Sex Show Gets a Makeover!**

*An updated, exciting new look for the show's sexy sixth year*

Toronto, ON (April 18, 2005) - - The Everything To Do With Sex Show (ETDWSS) knows how important it is to *experiment* and *try new things*, so in an effort to practice what they preach, show organizers have hired Echo Advertising and Marketing ([www.echoadvertising.com](http://www.echoadvertising.com)) to spice things up and give the show a current, exciting and sexy new look! Out with the old and in with the new, the show now boasts a striking new logo, a completely revamped website ([www.everythingtodowithsex.com](http://www.everythingtodowithsex.com)) and is busy working with Echo to create a clever and topical ad campaign that is set to launch in the fall and is guaranteed to satisfy! The show has also hired PR firm OverCat Communications ([www.overcatcommunications.com](http://www.overcatcommunications.com)) to help promote the show's 6th year.

"We are very excited about our new look" says David Stein, Show Manager for ETDWSS. "We took our own advice and created a new look to entice our audience. We felt that our old look had lost its freshness, so of course we had to do something different to grab the audience's attention and keep those fires burning! The show this year is going to be bigger and better with an even wider variety of everything and fabulous new features."

In addition to a hot new look, attendees can look forward to a whole slew of new components to the show including the highly anticipated Erotic Art Gallery. Organizers have partnered with Toronto's ACMEart ([www.acmeartgallery.com](http://www.acmeartgallery.com)) who represent exceptional works of fine erotic art, to create a 2500 sq. ft Gallery complete with paintings, drawings, sculpture, and photo-and video-based art. ACMEart will also offer a comprehensive seminar each day on the "Collection of Erotic Art".

To compliment the artistic vision of the Gallery, Body Casting and Body Painting return to the show for 2005. Attendees can watch models being cast directly on the show floor, watch models and fellow show-goers being painted or participate in the body painting experience themselves. These two unique art forms are not to be missed!

The ETDWSS prides itself on having its pulse on the hottest new trends in the mainstream, so expect to see seminars and live stage performances from A Pole Lot of Fun ([www.apolelotoffun.com](http://www.apolelotoffun.com)) – a pole dancing company based out of Vancouver, designed to bring the fantasy of pole dancing directly into your living room! Year after year, the most anticipated and attended seminar at the show is "How to Strip for Your Man" and Pole Dancing adds a new twist to this popular topic.

The ETDWSS will also feature a reformatted live stage show, an expanded seminar program with a broader range of topics, the Dungeon and a wider variety of exhibitors to enhance the shopping experience.

The Everything To Do With Sex Show is spearheading a new openness and appreciation for romance, sensuality, sexuality and self improvement. Provocative and edgy, but tame and appealing enough to draw a huge upscale middle class market. The show presents sex, and everything to do with it, in a fun, relaxed and non-threatening environment that appeals to couples and singles alike. The show runs October 21 – 23, 2005 at the Automotive Building, Exhibition Place.

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