



January 21, 2010

GLYDE® Brings the Rubber for 2010 BCIT Latex Luau

Kare Kits Inc is proud to announce that GLYDE® will be in full force to support BCIT's annual Latex Luau, the flagship harm reduction festival run by the BCIT Student Association (BCITSA), on January 29th at the Burnaby campus.

Kare Kits will feature a GLYDE® condom bar, host a Guess the Condoms contest, field anonymous condom questions, and provide students with savvy safer sex information through the GLYDE® 9 Great Tips for Proper Condom Use handout. Kare Kits will also donate GLYDE® condoms to the BCITSA Uconnect Resource Centre for free distribution to students.

"It was through my involvement with the BCIT Alumni Association that I came to be involved with the Student Association," says Maura Ingraham, VP Sales & Marketing for Kare Kits Inc. "When Amanda Eyolfson realized that a local BCIT grad owned a condom company, she came to me with the proposal. The Latex Luau is such a great opportunity to promote smart safer sex in a positive atmosphere, how could I resist?"

The BCITSA runs a number of harm reduction events throughout the year for students. The flagship event is the Latex Luau. It provides the opportunity to showcase a number of strategies for students within a licensed fun event featuring live entertainment in the heart of the busy Burnaby campus.

"The BCITSA helps students create healthy strategies for dealing with the many risk factors they face at this time in their lives," says Amanda Eyolfson, VP Public Relations and Marketing. "Our events address issues such as drink spiking and personal safety, alcohol and sex, perceived peer consumption, binge drinking, and travel and insurance. The Latex Luau provides a meaningful opportunity for industry experts to engage, entertain, and arm students with useful information at a time when they can be quite vulnerable."

"We chose GLYDE® to partner with us in this event because of their commitment to supporting the local community as well as Maura Ingraham's status as a BCIT Alumnus," says Eyolfson. "Working with GLYDE® is also a fantastic way to offer students an alternative to regular latex condoms."

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2802 East 20th Avenue, Vancouver, BC, Canada V5M 2T9 - TEL: 604.215.2119
maura@karekits.com - GlydeCanada.com - GlydeAmerica.com - KareKits.com



Kare Kits Inc. is an ISO certified medical device manufacturer/importer in Vancouver, BC, Canada and has the exclusive North American rights to GLYDE® vegan condoms (www.glydecanada.com). Kare Kits has been selling GLYDE® to health food and specialty stores in the USA since 2006 and launched the brand across Canada in July 2009.

For more information, contact:

Maura Ingraham
TEL: 604.215.2119
EMAIL: maura@karekits.com

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