



SEX TOY GIANTS LOVEHONEY PARTNER WITH BATH COMEDY FESTIVAL AND VISITBATH

Festival organisers 'buzzing' over the sponsorship



Bath, UK: Bath Comedy Festival and VisitBath are 'buzzing' after announcing their sponsorship collaboration with **Lovehoney**, the UK's largest online sex toy retailer.

Paul Merton, Barry Cryer and Arthur Smith are appearing at the festival which kicks off on April Fools' Day (April 1) and runs for 17 days in venues all across the stunning, historic city.

Smith has described the annual celebration as the 'best comedy festival in England.'

Lovehoney has lots of rib-tickling surprises for festival goers, including a 'Butt of All Jokes' Twitter competition that offers a year's supply of lubricant and a unique dildo trophy to the winner. With the Bath-based company marking its 15th birthday later this year, festival-goers can expect lots more sexy surprises too.



BATH
COMEDY
FESTIVAL



Lovehoney
the sexual happiness people™

The festival is the first 'F' (female) rated United Kingdom comedy festival - and it is continuing to fight against the traditional perception that comedy is male-dominated by championing female acts every day.

Exciting new female comedians appearing include Eleanor Conway, Ashley Storrie and Abi Roberts.

Richard Longhurst, Co-Founder of Lovehoney, said:

"Lovehoney is delighted to work with Bath Comedy Festival and VisitBath on this fantastic event. It's probably the first time that comedy fans have been able to enjoy rib ticklers and feather ticklers on the same night out."

Nick Steel, Bath Comedy Festival Director, said:

"We, like many of their best-selling products, are buzzing to be working with Lovehoney. Bath Comedy Festival was declared by comedian, broadcaster and famously grumpy old man Arthur Smith to be the best comedy festival in England, with a growing reputation for quality, originality and, above all, fun. We are thrilled to be sponsored by Lovehoney who themselves have won many accolades for spreading their own special brand of happiness!"

Leslie Redwood, Head of Business Development and Partnerships at VisitBath, said:

"We are delighted to be working with Lovehoney on this gem of a festival in our beautiful city of Bath. We want Bath Comedy Festival to be a reason for people from all over the country to come and visit us."

Ralph Oswick, Festival Patron said:

"It's the perfect partnership: outgoing, adventurous, original and definitely naughty but nice!"

Lovehoney has won a spate of awards in recent years acknowledging its great strides in the world of sexual happiness. Even Buckingham Palace has given the company a big thumbs-up, with the Queen presenting Lovehoney with the Queen's Award for Enterprise last year.

www.bathcomedy.com

[#BathComedyFest](https://twitter.com/BathComedyFest)

[#LovehoneyLol](https://twitter.com/LovehoneyLol)

Photo attached L-R:

Nick Steel, Director, Bath Comedy Festival

Neal Slateford, Co-Founder Lovehoney

Richard Longhurst, Co-Founder Lovehoney

Leslie Redwood, Head of Business Development and Partnerships, Visit Bath

David James, CEO, Visit Bath

Photo by John Scott



Notes for Editors

Bath Comedy Festival runs Saturday 1 April – Sunday 17 April 2017 throughout various venues in Bath

Bath Comedy Festival

www.bathcomedy.com

Facebook: <https://www.facebook.com/BathComedyFest>

Twitter: <https://twitter.com/BathComedyFest>

Nick Steel - Director, Bath Comedy Festival

Tel: 07974 301219 // nick@bathcomedy.com

VisitBath

www.visitbath.co.uk

Facebook: <https://www.facebook.com/VisitBath>

Twitter: <https://twitter.com/VisitBath>

Leslie Redwood - Head of Business Development

Leslie_Redwood@bathtourism.co.uk

Lovehoney

www.lovehoney.co.uk

Facebook: <https://www.facebook.com/LovehoneyOfficial/>

Twitter: <https://twitter.com/lovehoney>

Joanne Hunt, PR & Communications Manager

joanne.hunt@lovehoney.co.uk