



BATH
COMEDY
FESTIVAL


VISIT BATH
A WORLD HERITAGE SPA CITY

Lovehoney
the sexual happiness people™

SEX TOY GIANTS LOVEHONEY ANNOUNCE THREE YEAR PARTNERSHIP WITH BATH COMEDY FESTIVAL AND VISITBATH

Festival organisers 'buzzing' over the sponsorship



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



Jon Richardson, Helen Lederer, Arthur Smith and Zoe Lyons are just a few of hundreds of comedians appearing at the festival which kicks off on 27th March and runs for 20 days in venues across the stunning, historic city, from tiny pub rooms to the landmark 1600 seat Art Deco Forum.

Bath Comedy Festival is celebrating its 10th year with the biggest Festival to date, with over 140 shows. The Festival is delighted to announce a new partnership with Lovehoney becoming Principal Sponsor to help expand the Festival, giving ongoing support over the next three years.

This year also sees the inception of two Lovehoney Awards, for the winner of the prestigious New Act Competition, and for the best innuendo-laden joke of the Festival.

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 female comedians appearing this year include Sarah Bennetto, Ashley Storrie, Diane Spencer and Sam Fraser, the first BBC Weather presenter turned stand-up comedian!

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:

"As this incredible Festival enters its 10th year we are delighted that a major Bath based international company has had the vision to step forward to help support and invest for three years in strengthening and enhancing the cultural offer of the city. Neal and Richard's substantial and unwavering support of both the city and the festival is deeply appreciated by Visit Bath, who also share the same vision and passion for our beautiful World Heritage City and all facets of our amazing and diverse offer here in The West of England"

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

#LovehoneyLol

Photo attached L-R:

Richard Longhurst, Co-Founder Lovehoney

Nick Steel, Director, Bath Comedy Festival

Neal Slateford, Co-Founder Lovehoney

Lorraine Morgan-Brinkhurst, Patron, Bath Comedy Festival

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

Helen Balmer, Brand & Marketing Director, Lovehoney

Photo by John Scott

Notes for Editors

Bath Comedy Festival runs Tuesday 27 March – Sunday 15 April 2018 throughout various venues in Bath

Bath Comedy Festival

www.bathcomedy.com

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

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