



News Release

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Olivia Announces First-Ever Club Med Vacation Resort for Lesbian and Gay Families

Kids and Family Resort Option Reflects Evolving Needs of Lesbian and Gay Parents

OAKLAND (November 18, 2002) – Olivia, the world’s largest and best-known provider of travel services for lesbians, and their families and friends, announced today a new vacation option for lesbian and gay parents and their families. Scheduled for October 25 through November 1, 2003, the new Olivia Kids and Family trip is planned for the popular Club Med at Port Saint Lucie, north of West Palm Beach, Florida, which accommodates more than 750 guests. The vacation package is one of more than 30 Olivia travel options for the 2003 season.

“For 30 years, Olivia has created one-of-kind experiences ranging from music concerts to international cruises,” said Olivia Founder and President Judy Dlugacz. “The new Kids and Family program is part of the natural transformation of Olivia services developed to meet the growing needs of lesbian and gay families.”

Family Ties and Market Trends

More than 20 percent of households headed by lesbian couples have a child under the age of 18 years, according to the Population Reference Bureau, a Washington, D.C.-based nonprofit organization that analyzes federal census data. About six percent of households headed by gay men also reported having children under the age of 18 years.

“This is a natural evolution for Olivia, which for 30 years has been a catalyst for social change by creating empowering experiences that connect, transform and celebrate the lives of lesbians, their family and their friends,” said Olivia CEO Amy Errett. “We are proud to be the first in the travel industry to offer this family vacation option.”

Transforming Lives and Evolving Needs

Olivia Kids and Family will combine such popular Club Med activities as flying trapeze classes and water skiing, with some of Olivia’s signature entertainment and quality services – including a few Halloween-theme surprises. The new service offers safe and enriching fun for kids, as well as time to relax for parents.

“Olivia Kids and Family vacations allows us to reach a greater number of lesbians, introduce our services to the gay men’s community and make the Olivia experience available to family and friends of lesbians and gays,” Errett said. “It is an excellent opportunity for lesbian and gay parents to socialize and establish lifelong friendships. This all-inclusive safe haven allows parents and children a chance to enjoy activities without consistently having to explain their family structure or ‘out’ themselves.”

(more)

Connecting Community for Three Decades

Last year, Olivia announced its 30th Anniversary Caribbean Cruise, which is planned for January 2003. In the weeks following the tragic events of September 11, the trip sold out so quickly that a second trip was added – and also sold out almost immediately. More than 2,500 women are planning to participate in the two trips, making it one of the most popular trips ever offered in the company's history. In addition, the Olivia experience will be offered through six other cruises traveling to Alaska, Tahiti South Pacific, the Mexican Riviera and Italy. As part of the 30th Anniversary year, Olivia is also offering an all-inclusive resort package at Cancun Mexico Club Med in late 2002, as well as the Second Annual Comedy Extravaganza at Columbus Isle, Bahamas Club Med in spring 2003.

Olivia also recently launched Olivia Backroads with travel excursions that include biking, hiking and multiple sport activities. While most of the more than 30 trips are designed exclusively for women, about a dozen trips are for lesbians and their friends and family – including gay men. Destinations in 2003 include: Thailand, Costa Rica, Baja Peninsula, Tuscany, Provence, Ireland, California's Wine County, Washington's San Juan Islands and the Southwest's Bryce, Zion and Grand Canyon, Yellowstone and Canadian National Parks.

About Olivia

Olivia is the world's largest and best-known provider of travel services for lesbians, and their family and friends, reaching more than 2.5 million women internationally. In 2003, Olivia will celebrate 30 years as a catalyst for social change that connects, transforms and celebrates the lives of women through music and travel.

About Club Med

Family Club Med at Port Saint Lucie offers a variety of choices among its 331 rooms. In addition to Kids Programs, several activities and lessons allow parents and children to share such experiences as water skiing and Pitch 'n Putt nine-hole golf. Prices vary by children's age beginning at \$99 for those under two years old and starting at \$699 for teens up to 15 years. Adult prices vary by accommodations ranging from Garden View at \$1,299 to Terrace Room at \$1,599. Additional fees are required for some activities. For more details, call 1888-GO-OLIVIA or visit www.olivia.com/family

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