



NEWS RELEASE

for immediate release

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OLIVIA TEAMS WITH PINK BRACELET FUND, MELISSA ETHERIDGE FANS TO FIGHT BREAST CANCER

SAN FRANCISCO, CA – Olivia, one of the oldest and most highly regarded brands in the lesbian and gay community, announces its partnerships with the Pink Bracelet Fund and Melissa Etheridge fan club to raise over \$20,000 for breast cancer research and awareness.

"We're pleased to contribute to this awareness and fund-raising effort," Olivia CEO Amy Errett said. "It's important to be visible and vocal in the fight against breast cancer, which disproportionately impacts the lesbian community."

The Pink Bracelet Fund began in October 2004 after news that Grammy winning singer Melissa Etheridge was diagnosed with breast cancer. The bracelets, modeled after the Lance Armstrong cancer bracelets, are pink with "Be Strong MLE" written on them. For every bracelet sold, Olivia will make a matching donation up to \$5,000 with the proceeds going to Dr. Susan Love Research Foundation. Bracelets are \$5 each. So far, the Pink Bracelet Fund has raised nearly \$150,000.

In addition to the Pink Bracelet Fund, Olivia is working with the Melissa Etheridge Information Network to raise money for the Dr. Susan Love Research Foundation via an online auction. Olivia donated a cruise for two on their Eastern Caribbean Cruise, April 3-10, 2005, where Melissa Etheridge makes her Olivia debut with a special performance in Ft. Lauderdale, Fla. The prize also included an autographed guitar donated by Ovation Guitars and a meet and greet with Melissa Etheridge prior to her Olivia performance. The online auction raised over \$11,000 for breast cancer research.

"We felt it was important to support Melissa and the efforts of these great organizations," Olivia founder and president Judy Dlugacz said. "It's a perfect fit with Olivia's audience and our principles of women's empowerment and visibility."

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ABOUT OLIVIA

Founded in San Francisco in 1973, Olivia, the premier travel company serving the lesbian and gay community, reaches more than 50 million people internationally. Over 75,000 people have traveled with Olivia in the last 10 years. Olivia charts entire ships or resorts to create one-of-a-kind vacations for lesbians, gay men and their family and friends, delivering world-class entertainment like Melissa Etheridge, Indigo Girls, k.d. lang, Shawn Colvin, Mary Chapin Carpenter, Kathleen Madigan and the cast of Showtime's "The L Word."

Visit www.olivia.com for the latest information about Olivia cruise and resort vacations.

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