

## **Screaming O Develops Ongoing Fundraising Program for Free Speech Coalition**

Canoga Park, CA – Free Speech Coalition (FSC) announced Wednesday that beginning today, August 1, 2007, the popular adult toy manufacturer will donate \$20.00 dollars from the sale of their new, fully-stocked, in-store counter and/or free-standing P.O.P. display units to the FSC in the name of the retailer purchasing these Screaming O products. A new sensation in adult novelty items, The Screaming O offers a complete line of innovative, wearable, vibrating adult novelty products designed to enhance intimacy between couples.

Screaming O will include an FSC donation certificate in every fully-stocked P.O.P display. Retailers simply complete the form and fax it to FSC. This serves as their confirmation that the donation will be made in each participating retailer's name. The certificate also offers the opportunity for the retailer to match and/or add to their donation in an effort to unite the national adult novelty retailers.

"We thank the folks at Screaming O for their innovative and generous donation program and commend them for their leadership," said Diane Duke, Free Speech Coalition Executive Director. "When businesses like Screaming O look outside their own business models to help the industry, we all benefit."

###

The Free Speech Coalition is the national trade organization to the adult entertainment industry. Its mission is to safeguard, lead, protect and support the growth and wellbeing of the adult entertainment community.

<http://www.freespeechcoalition.com/FSCView.asp?coid=1074>