

Screaming O, Dr. Ava Cadell Hook Up for Party Planner Kit

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Adult toy maker The Screaming O has partnered with renowned sexologist Dr. Ava Cadell to create the Screaming O'Dourves kit for the party planning industry.

The kit features Dr. Cadell's specially designed "party favors," an informative entertainment guide offering quizzes, tips and tricks along with sensual suggestions aimed at adding more fun to the bedroom.

"The Screaming O is the perfect product for any couple who desires a little extra fun, stimulation and intimacy in their relationship," she said.

The kit also features The Screaming O's most popular items for party planners such as the Screaming O disposable ring, the reusable Big O, the super-powered Screaming O wireless Bullets, The Screaming Ovation intimacy kit, the cute tub toy The Screaming Octopus, Dr. Ava's Party Favors and a free bonus "I have a Screaming O Every Time" t-shirt.

"With vibrating rings so popular we wanted to develop a fun and exciting package to reach out to the party planners and their unique customer," said Keith Caggiano, co-owner of The Screaming O/Bushman Products.

"The conventional wisdom had been that marketing doesn't matter in the home party business but the truth is customers will always respond to an effective presentation no matter what the venue."

Party industry pioneer Renee Rand agreed: "The Screaming O's are such a popular, fun impulse item that all attendees want to take home to try." said Rand, who is founder of Party Gals and Romance Goddess Inc.

For more information please call (310) 446-1632 or log onto www.thescreamingO.com.

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