



FOR IMMEDIATE RELEASE

A Sexy Homegrown Surprise in the 31st Annual Genies Gift Bags

We-Vibe, the best-selling couples' toy in the world, is tucked into the official gift bags at this year's awards.

Ottawa, March 2, 2011 – As Canadian starlets and moviemakers convene to celebrate the best in Canadian film, [the We-Vibe](#), the best-selling product of Ottawa-based Standard Innovation, is thrilled to be included in the Canadian Film Lounge gift bags.

The gifting suite, held at the prestigious ARC The Hotel in downtown Ottawa, is open to presenters, nominees, and performers.

No stranger to gifting suites, the We-Vibe has previously been featured in the swag bags at the Oscars, the SuperBowl, the Toronto International Film Festival (TIFF) and at the Genies in 2008 where organizers admitted that the We-Vibe "[caused quite a buzz](#)".

"As we have experienced at the Oscars and other similar events, the We-Vibe's inclusion in the Genies swag bag is sure to be met with a few initial gasps of surprise, followed by giggles and lots of excited conversation," said We-Vibe inventor Bruce Murison.

About the We-Vibe

The We-Vibe is the fastest-selling sexual wellness product of its type in history. We-Vibe products are distributed by drug stores and fine boutiques in over 50 countries and used by millions of couples to add more [fun and intimacy to their loving relationships](#). The C- shaped We-Vibe II can be worn while making love, allowing both partners to enjoy a truly shared experience. The [We-Vibe Touch](#) is a soft and flexible rechargeable intimate massager crafted from medical-grade silicone. The We-Vibe [Salsa](#) and [Tango](#) are powerful, rechargeable and waterproof massagers in discreet, lipstick-sized shapes. The We-Vibe products are a global sensation, garnering rave reviews, [massive media coverage](#) and major awards. For more information, visit www.we-vibe.com.

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