



Buy a Sex Toy and Save a Child – A Revolutionary Program

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The Adopt A Child Charity Program is Sinless Touch's commitment to society.

PR9.NET July 07, 2008 - Olathe, KS – Sinless Touch shakes up the adult novelty industry with its Adopt A Child Charity Program.

"The Adopt A Child Charity Program is our commitment to society. We've always known that a sustainable business needs the support of healthy communities and a high quality environment. We aim to be the most trusted retailer wherever we trade by demonstrating a clear sense of social responsibility." said Jessica Blake, Sinless Touch Vice President of Corporate Communications.

Sinless Touch is the first to include philanthropy as a way of reaching out to its customers. It is something nobody has ever done in the industry. Sinless Touch is adopting children worldwide through the donations made by generous customers. During checkout, customers have the option to round up their purchases and donate electronic " spare change " to a charitable cause. The donation is included in their payment.

"Our customers have embraced the program with open arms and the feedback we have received is phenomenal. It creates opportunities in a variety of different areas that provide practical assistance to impoverished communities such as Education, Health and Early Childhood Development." said Blake.

Customers can also check the adopted child's status on Sinless Touch's website. It provides an update of each child's well-being through a non-profit social development organization.

"This commitment has revolutionized the way we do business and its benefits translate into educated and empowered children who can contribute positively to every aspect of society. Therefore, creating a standard for the future." says Blake.

Sinless Touch is a boutique style online store that offers a unique combination of adult toys, carefully selected 9Hot collections and romantic vacations. It also provides customers with a host of educational resources through its Sexpedia service. For further information about Sinless Touch please visit www.sinlesstouch.com or email info1@sinlesstouch.com.

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Phone: 1-888-672-4061
Website: <http://www.sinlesstouch.com/?srce=fpr&rls=pr5>
E-Mail: jessica@sinlesstouch.com
Address: 117 N Cooper St. Olathe, Kansas 66061

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