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**For Immediate Release**

*Interviews and high resolution pictures available*

## PRESS RELEASE

### **Diva International Inc. Launches New Digital Ad on JumboTron in Times Square**

*Makers of The DivaCup® Reach Mass Market Audience in The Big Apple*

**Ontario, Canada, August 2012** – Diva International creators of the reusable menstrual cup [The DivaCup](#), is excited to announce the launch of a new ad campaign in Times Square. The ad will run on the Geoffrey-Tron located in front of Toys R Us (1514 Broadway at West 44th Street) for the length of one year, helping to ring-in the brand's 10-year anniversary in 2013. This is the first time The DivaCup has advertised in Times Square, and illustrates the company's recent expansion into more mainstream markets. The new campaign will focus on the benefits the product provides and its ease of use with a common theme that has been incorporated on The DivaCup's website and social media platforms, "Being a Woman Just Got Easier!"

While it may be a new concept for some women, the menstrual cup has been around since the 1930's<sup>1</sup>. As women are starting to search for a better period care option to pads and tampons, The DivaCup, which was introduced to the market in 2003, continues to be a reliable and convenient option for women. Made from the highest quality healthcare grade silicone, The DivaCup cuts out the question mark as to what women are exposing their bodies to every month and since it is reusable, helps to eliminate feminine hygiene waste contributing to landfills each year

"The launch of our ad campaign in Times Square is a monumental occasion and really signifies our growth in the feminine hygiene industry, as well as acknowledges how menstrual cups are becoming 'mainstream,'" explains Francine Chambers, who together with her daughter, Carinne, has helped make The DivaCup an industry leader. "With the ad in Times Square, we are placing The DivaCup at the 'center of the universe', where we'll be able to reach all types of women from across the globe and help them recognize their inner-diva."

Throughout the year Diva International plans to maximize their presence in Times Square by getting involved in different events taking place in the area, incorporating aspects of the campaign onto the brand's social media platforms and getting New York City "divas" and retailers involved as much as possible. For more information about The DivaCup, please visit [www.divacup.com](http://www.divacup.com) and to interact with the brands growing fan base visit [www.facebook.com/divacup](http://www.facebook.com/divacup).

The DivaCup is currently available in Whole Foods and health food stores throughout the US and Canada and retails for \$39.99. For additional information, or to coordinate an interview with Francine and Carinne Chambers, please contact Lauren Verini, [lauren@adinfinitymny.com](mailto:lauren@adinfinitymny.com), 212.693.2150 x311.

#### **About Diva International**

Established in 2003, Diva International, Inc., founders Francine Chambers and her daughter Carinne developed The DivaCup to offer women worldwide a reliable and more eco-friendly approach to feminine hygiene. The DivaCup provides the most convenient, clean and comfortable way to address period care while eliminating the need to buy and carry menstrual products in endless absorbencies, styles and shapes.