



Contact: 1-866-444-3482 | press@divacup.com

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PRESS RELEASE

The DivaCup to Be Featured on *In View* hosted by Larry King

*The educational, documentary-style program featuring The DivaCup will air on
Thursday, March 7 on the Discovery Channel*

Ontario, Canada, February 2013 – Diva International, creators of the reusable menstrual cup [The DivaCup](#), is proud to announce that The DivaCup will be featured on [In View, with host Larry King](#) airing nationally in the U.S. on Thursday, March 7 at 7:00 am (EST and PST) on The Discovery Channel as educational programming. The segment will examine how this revolutionary feminine hygiene product is changing the way women everywhere view their periods. In the segment Francine and Carinne Chambers, the mother and daughter team behind The DivaCup, discuss what makes The DivaCup unique, as well as the many benefits the product provides including its reliability, ease of use and sustainability.

Women are increasingly more concerned and more educated about what they are exposing their bodies to and The DivaCup continues to be a convenient and reliable option for that time of the month. Made of 100% quality healthcare grade silicone, The DivaCup cuts out any questions for women as to what they are exposing their bodies to. Since The DivaCup is reusable it reduces the amount of disposable feminine hygiene waste created each year, making it a sustainable period care option for women who are concerned about the environment. Additionally, The DivaCup can be worn for up to 12 hours, eliminating the need for women to carry menstrual products in endless absorbencies, styles and shapes.

“This year we are celebrating The DivaCup’s 10 year anniversary, so we can’t think of a better time to share our story and bring awareness about this alternative and sustainable period care option to a national audience with the *In View* series,” explains Francine Chambers, founder and president.



In View, hosted by Larry King is a half-hour documentary style program that focuses on programming that is educational for viewers. Their goal is to help inform, educate and enlighten viewers on issues that impact them on a daily basis. Topics covered throughout the series include education, medical, environment, agriculture, architecture, business and technology.

For additional information about The DivaCup please visit divacup.com or contact Lauren Verini, lauren@adinfinityny.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.