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For Immediate Release

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So What DOES Safer Sex Have to Do With Beer Coolers?

ASHASexualHealth.org and Kooziez.com collaborate to promote condom use

In February the American Sexual Health Association (ASHA) is working with an online custom beer cooler company, Kooziez.com, to promote condom use and safer sex.

Coinciding with Valentine's Day and National Condom Month in February, KoozieZ is launching the first ever condom-koozie video campaign with ASHA. The concept driving the campaign is "When you drink, keep it covered." In addition to unveiling the videos, KoozieZ has pledged to donate a portion of each order from the month of February to the American Sexual Health Association.

While the company's outreach budget is not that extensive, owners Jen and Stephen are excited to pilot this video project and promote condom use. "Increasingly, for-profit organizations need to support non-profit organizations. Most people have sexual desires and a lot of the time alcohol is involved. These are two common topics that should be openly and freely discussed."

This project represents a unique approach for ASHA in educating about sexually transmitted infections. Kay Phillips, ASHA's Vice President for Strategic Partnerships, said "There is so much good information about reproductive rights and sexual health but the landscape is crowded, so we're always looking for new, innovative ways to make sure these messages are heard. The Koozie-Condom videos are short and concise, and we hope that sharing them will engage the public in an entertaining and informative way."

With that in mind, Kooziez directed and filmed two short, funny videos promoting condoms. You can watch them by visiting ASHAsexualhealth.org, or visiting www.kooziez.com/keep-it-covered. Using "#keepitcovered" on social media, both the non-profit and the start-up will share posts intended to spark conversations about safer sex. If you have any questions about the Koozies for Condoms campaign, please email zoe@kooziez.com.

Social Media Handles:

ASHA:

- *Twitter* [@InfoASHA](https://twitter.com/InfoASHA)

KOOZIEZ:

- *Facebook* [@beercoolies](https://www.facebook.com/beercoolies)
- *Twitter* [@beercoolies](https://twitter.com/beercoolies)

About ASHA

The American Sexual Health Association (ASHA) is a not-for-profit organization founded in 1914 to improve the health of individuals, families, and communities, with a focus on educating about and preventing sexually transmitted infections. ASHA's educational web sites include: www.ashasexualhealth.org, www.iwannaknow.org (teen site), and www.quierosaber.org (Spanish language site).

About KoozieZ

KoozieZ.com is an American custom koozie design and sales website. As a family owned business, we are renowned for its stellar customer service and quality products. With all our products printed and shipped from Kansas, we are able to guarantee overnight delivery of coolers to anywhere in the US. Order at www.kooziez.com.