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## Sex Week at Yale Schedules a "Vivid Day" with Appearances by Top Adult Stars and Their Boss on Saturday, February 16th

NEW HAVEN, Conn.--([BUSINESS WIRE](#))--**Vivid Entertainment**, the world's leading adult film studio, plays a big role in **Sex Week at Yale** ([www.sexweekatyale.com](http://www.sexweekatyale.com)) on the Ivy League campus. Organizers of the event have declared Saturday, February 16 as "**VIVID DAY**" (<http://www.sexweekatyale.com/schedule.htm>).

**Sex Week at Yale** 2008 runs from February 11-18, during which time the campus will be buzzing more than usual about "love, sex, intimacy, and relationships." A press release from SWAY notes, "On Yale's storied campus, populated by some of the brightest young men and women on the planet, many students still haven't figured out how to ask someone on a date. Others might even believe that *coitus interruptus* is a form of safe sex. Sex Week at Yale comes to the rescue!"

The event "will mark the first time Sex Week at Yale has devoted a full day of the week to an adult entertainment company. Vivid is best known for its beautiful contract actresses, or **Vivid Girls**. Vivid co-chairman **Steven Hirsch** has been credited as almost single handedly moving the adult business into the mainstream." SWAY says the Vivid presence will help in its mission of "getting beyond the awkwardness, discomfort and taboo of conventional sex education programs and to get students talking about sex openly and realistically. SWAY presents these serious topics in an entertaining and provocative manner." It is the third bi-annual SWAY, which its founders say "has become renowned as a collegiate awareness program for its ability to capture students' attention and willingness to tackle difficult issues head-on."

On Friday February 15 **Vivid Girl Monique Alexander** teams up with porn icon **Ron Jeremy** to debate **Craig Gross** and **Donnie Pauling** in what's being billed as "**The Great Porn Debate**" moderated and televised by **Nightline ABC**, with host **Martin Bashir**. Gross is a minister with an anti-porn mission and Pauling is a former porn producer who started the **XXXChurch**. It takes place at 8:30 pm at the **LoRicco Ballroom** (and seating is limited).

Saturday Steven Hirsch, co-founder and co-chairman of Vivid Entertainment, will lecture to graduate students at the **Yale School of Management** on "**The Business of Pornography: How Vivid Made it Mainstream**" at 4:30pm. He will

chart how the adult industry has developed and where it is headed. At 7:30 pm in the Yale Law School Auditorium **Vivid Girl Savanna Samson** and Ms. Alexander along with adult film director **Paul Thomas** (better known as "PT"), present "**The Story in X Rated Films/Sex and Context**," along with a film screening and Q&A with students on how a well constructed script can heighten the eroticism of an adult film. Finally, at 10:30 pm SWAY the "**Skull & Boned Party**" at **The TOAD**. A Vivid DVD will be given to each guest and there will be a contest called "**Who Looks Most Like a Vivid Girl**" to be judged by PT, Monique Savanna.

#### **About Vivid:**

Founded in 1984, Vivid Entertainment Group is the world's leading adult film company. Vivid has always placed heavy emphasis on high quality erotic film entertainment and has created wide brand-name awareness through its films and through a licensing and marketing program that extends to advertising, apparel, book publishing and other products. For more information contact [rm@vivid.com](mailto:rm@vivid.com).

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