Thirty Day Sex Position Challenge - Couples Appreciation Month

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Ann Summers launches 30-day sex position challenge for Couples Appreciation Month

With hectic careers and busy schedules, it's no wonder that couples often forget to make time for each other. Shockingly, a survey by Mintel revealed that only 3% of couples have sex every day, and just one in five couples have sex a few times a week.

In light of this, Ann Summers has launched the 30-Day Sex Position Challenge for April - which is Couples Appreciation Month - encouraging couples to rediscover each other in the bedroom on a daily basis.

Each day presents a new sex position for couples to try with a kink-level rating out of five. Couples can ease their way into the month with low difficulty positions, including The Speed Bump & Missionary and work their way up to more adventurous positions with a level five difficulty rating, such as The Butter Churner and The Standing 69.

Of course, it wouldn't be an Ann Summers challenge without the use of sex toys. With positions such as The Shard and The Hard Lead encouraging couples to use the Vibrating Cock Ring and The Bullet to really spice things up. With an extra couple of positions for bonus round, ending the month with the Victory V, it's a challenge not to be missed.

Ann Summers' Sexpert says:

> *'Couples Appreciation Month is the perfect excuse to rediscover your sexual desires as a couple. From time to time we could do with reminding ourselves how hot we are for each other and spice things up again and this 30 day sex position challenge will do just that! If you can't have sex every day, save up the week's positions for some really steamy weekends!*
>
> *Also, don't worry if you find it difficult to recreate the positions, the challenge is designed to bring us closer, even if it does end in laughter. Appreciating your partner doesn't need to be all about lavishing them with gifts, it can be the smaller things that make a difference*.'

For couples who already have the bedroom sussed, Ann Summers has also created a couple's appreciation guide to inspire people to make more time for each other outside of the bedroom.

For more information take a look at the challenge here and get ready to rediscover and appreciate your partner!

-Ends-

For more information, please contact Hannah Davies on 01201 977001 or Hannah.davies@bringdigital.co.uk

About Ann Summers

Founded in 1972, Ann Summers has grown to become a huge household name in the UK. Their business has always been in pleasure, from the revealing of their original Rampant Rabbit design to the launch of the Ann Summers party. Over 40 years later they continue to be pioneers of the sex toy industry and synonymous with female empowerment.

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Ann Summers

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