**Swiss Navy + Sydney Mardi Gras = A Smashing Success!**

**Press Release**

POMPANO BEACH, Florida – March 9, 2021—Australia’s Sydney Mardi Gras 2021 took place over the past two weeks, ending on Sunday, March 7th. While the festival worked closely with health officials to ensure COVID guidelines, M.D. Science Lab, makers of the iconic Swiss Navy brand, were on hand to ensure partygoers had plenty of hand sanitizer and lube!

“We realize that the pandemic is still affecting so many of us around the world,” said Briana Watkins, M.D. Science’s Vice President of Sales and Marketing. “Our entire team knew it was important to support events that we’ve stood behind for years.”

Sydney Mardi Gras began in 1978 and traditionally chooses themes each year. This year’s theme was RISE and was chosen to inspire and aimed to encapsulate the challenge and hardship that 2020 presented, while calling on members of the LGBTIQ+ community to rise again through love, compassion, respect and understanding.

And, remarkably, the parade, which Sydney Mardi Gras has long been known for, occurred in a different, unique format. Instead of the traditional parade making its way down a route, more than 30,000 people gathered at the Sydney Cricket Ground to celebrate.

Many of this year’s attendees were given samples of products from the Swiss Navy collection.

“We weren’t sure how this year’s festivities would go,” said Penny Clifford, Swiss Navy’s Social Media Manager and Sponsorship Specialist. “But we were pleasantly surprised with the incredible turn out for all of the week-long events. We were able to sponsor and support with gifting Swiss Navy lubricants and sanitizers for hundreds of happy and appreciative party-goers.”

In the spirit of spreading health and wellness, M.D. Science Lab supports several events all over the globe each year and are hoping to continue to do so as communities adjust to the new normal of life within a pandemic.

To view the latest Swiss Navy product range, please visit [swissnavy.com](about:blank).

**About M.D. Science Lab**

Since 1998, M.D. Science Lab has continually created award-winning products dedicated to helping consumers live healthier lives. With a focus on intimate wellness and nutritional good health, M.D. Science Lab continues to create products on the forefront of the wellness market that are offered worldwide. For more information, please contact [Briana@Swissnavy.com](about:blank) or visit [www.swissnavy.com](about:blank).