



@BountifulFilms

#truthfemale Desire



Bountiful Films on Facebook



[www.bountiful.ca](http://www.bountiful.ca)



CBC's Doc Zone Page for  
THE TRUTH ABOUT  
FEMALE DESIRE

## FOR IMMEDIATE RELEASE

### A Revealing Look at What Women Really Want & Are Willing To Do To Get It

Premieres on CBC Television Doc Zone  
Thursday, February 12th at 9 pm (9:30 pm NT)

Watch the trailer: <http://tinyurl.com/TTAFD>

(Vancouver/Toronto) A generation ago, a woman who liked sex went to great lengths to hide it. Not anymore, as revealed in a provocative new CBC documentary. *The Truth About Female Desire*, premiering on CBC Television's Doc Zone Thursday February 12th at 9:00 pm (9:30 pm NT), smashes centuries-old constructs designed to control female sexuality and celebrates women brave enough to appear as sexual beings on national TV, slut-shamers be damned.

From 18 to 80, Canadian women reject outdated, sexist and simply wrong-headed ideas about female desire. Ideas like: Women don't like sex as much as men. Women over 50 are done with sex. Women are afraid of casual sex. Married women don't care about sex anymore. Women are reluctant to engage in edgy sex play. All wrong, as *The Truth About Female Desire* powerfully demonstrates.

For millennia, female sexuality was something to be controlled (chastity belts), punished (female adulterers burned at the stake), or labeled as insane (highly sexual women locked in asylums). Things finally began to change in the mid-20th century as the advent of birth control and feminism ushered in the sexual revolution. University of Washington sexuality expert Dr. Pepper Schwartz: "Women discover themselves now because they're not going to get stoned to death, they're not going to lose their jobs, they're not going to have their kids taken away from them because they've had an affair. That changes the whole equation."

Now it's the digital revolution that's putting the power to choose directly in women's hands. From young women hooking up on Tinder, to senior women finding lovers on craigslist, Canadian women unabashedly pursue their desire.

Canadian women are getting more playful in the bedroom. Sex toy sales have exploded. *Fifty Shades of Grey* was the game changer," says Carlyle Jansen, owner of Good For Her, the Toronto women's sex store.

In a 2014 Canadian Living Magazine sex survey, 56 percent of respondents reported a one-night stand, almost 1/3 revealed they'd watched a sexual encounter and more than 1/3 of respondents admitted to trying bondage. On her Divorced Not Dead blog, Delaine Moore revealed she'd met a man online who turned her on to dominance and submission play – and she loves it: "Just that primal (feeling of) being pinned against the wall. Actually allowing myself to accept that that's a part of me and it is something that I want to enjoy, that was a huge step."

"With the movie *Fifty Shades of Grey* slated to open in North America this Valentine's Day, we thought there was a great opportunity to add an important dimension to last year's volatile debate about consent," says *The Truth About Female Desire* director Maureen Palmer.

“The freedom to say a confident yes to sex is arguably as important a conversation as that surrounding a firm no. It’s truly the other side of the coin that is the acceptance of women’s sexual rights. Women are caught in a catch-22. We are urged to provide enthusiastic consent, yet women who do so are often still considered sluts, vilified online and in real life. Women, unlike men, are still shamed for their sexual behaviour. Our film introduces viewers to a variety of trailblazers, courageous women who put their face and name to their need to be sexual, women who want to slay the sexual double standard, once and for all.”



**Comedian Christina Walkinshaw:** went on 50 Tinder dates and blogged about them.



**Wedding Planner Mary Bratko on Tinder:** “If it doesn’t work out with gentlemen A, there are suitors B, C and D lined up right after him.”



**Married Mom Kelly Ryan:** bought her husband a box of sex toys to help them rekindle their dormant desire.



**Cheryl Barton:** divorced and in her 50s, attended an oral sex workshop to give her confidence as she re-enters the dating world.

This February, on CBC Doc Zone, love in a cold climate gets very very hot – as Canadian women tell *The Truth About Female Desire*.

Maureen Palmer, Director

O: 604-971-1074

C: 604- 626-7811

E: [maureen@bountiful.ca](mailto:maureen@bountiful.ca)