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Largest Lesbian Social Networking Site Celebrates 10th Anniversary

Today

Los Angeles, CA - The largest online social networking site devoted exclusively to women who love women announced Thursday that they are celebrating their 10th anniversary this year. To mark the occasion, www.shoe.org has just launched new exciting video and playlist features.

Created in 1997, the site has evolved into the largest lesbian online community, boasting nearly 140,000 members spanning across 140 countries worldwide.

SHOE is a one-stop lesbian portal for women of all ages; in or out of the closet; in relationships or single and looking. Women can create their own profile; share photos; blog; browse through the classifieds; play in the chatrooms; or participate in forum discussions - all for free. As of today members can also add their own videos and playlists to their profiles.

SHOE founders **Sunci Nikolic** and **Fab Syz** are pioneers in their own right, whose efforts have forever changed the virtual face of the lesbian world. Their cheeky approach "We no longer burn our bras but wear wonder bras with pride" got them into a spot of trouble.

"Clubs were boycotting our flyers, saying they were sexist," explains Fab. "We also were under attack by feminists for our slogan 'Totally Girl Powered', demanding to have it changed to 'Totally Woman Powered.' Those days were wild but thankfully the world has moved forward."

Since then, SHOE has gained International acclaim. Awards include 'Best Online Portal 2006,' 'Lesbian Personality of the Year 2005,' 'Faces of the Year 2001,' and an important nomination for the 'Pride/Stonewall Award' in 2004 for outstanding contributions to the lesbian and gay community.

"It's our mission to provide a safe haven for our members, in a concerted effort to insulate them from online perils," says Fab. Their newly introduced User Verification System is just one small measure implemented towards preserving a safe place in the virtual world.

"It's an ongoing effort which takes up most of our time but we're only too happy to take on this challenge for another 10 years," adds Sunci.

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