

# Rural Online Dating and Social Networking Site Launches in Ireland

Submitted by: Muddy Matches Ltd

Wednesday, 9 July 2008

---

Contact: Lucy Reeves    [lucy@muddymatches.co.uk](mailto:lucy@muddymatches.co.uk)    +44 (0) 7901 865283

After launching in the UK in March 2007 and attracting nearly 10,000 members in just 18 months, country-loving sisters and Muddy Matches (<http://www.muddymatches.com/>) co-founders, Emma and Lucy Reeves, would like to welcome Irish “muddies” to their site.

M&#365;’dd|&#1118; n. any person who loves the countryside and is not afraid of a bit of mud.

Back in 2006, the girls were sitting in a pub pondering the success of the big social networking and dating sites when they spotted a hole in the market for a fun and friendly rural dating (<http://www.muddymatches.co.uk/>) and social networking site aimed at country-minded people. However, they knew that being “country minded” meant different things to different people and felt that they needed to find one underlying thing that united country-minded people from all walks of life. The answer was obvious: mud. “It doesn’t matter whether you like walking or shooting, whether you grew up in the countryside or are just hoping to move there, whether you actually live in the countryside or just like to spend time there”, says Lucy, “if you think you’re country minded, the only thing you can’t have is an aversion to mud!”

The girls also believe that most people will fall somewhere along a sliding scale of “muddiness” and “towniness” and devised a tongue-in-cheek Muddy Quiz to enable visitors to calculate their so-called Muddy-Townie Ratio. “Very few people are 100% muddy or 100% townie”, says Lucy, (herself a 50:50, whilst Emma is a 70:30). “There are some people who avoid urban areas at all costs and are muddier than mud itself – their ratio probably would be 100:0 – but there are also lots of country people who love the buzz of the city and would probably end up getting a 50:50 or a 60:40.”

On joining, members will be able to search for like-minded people in their area, receive notifications about the latest social events and safely send and receive messages via the site.

To find out for yourself how muddy you are, visit [www.muddymatches.com](http://www.muddymatches.com).