

Speed dating for non-smokers

Submitted by: EasyDate

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SpeedDater launches a unique event in London to coincide with the smoking ban enforced nearly 2 years ago.

The UK's leader in singles events (http://www.speeddater.co.uk/spd_events.details.php?EventID=10568), SpeedDater, wants to put a smile on the faces of non-smokers in England by holding a speed dating event for singles who have never smoked or gave up smoking as a result of the ban back in 2007.

Ideally for singles between 24 and 38, the event takes place on Wednesday 1st July to mark the day bars in England became smoke free. Singles spend three minutes with each date and are given a scorecard to write whether they would be interested to see someone again. Once the event is over, singles can contact others who attended the same event, through a secure online dating (<http://www.speeddateronline.co.uk/>) system on the SpeedDater website.

All attendees will have the advantage to know they already have something in common with everyone in the room. Men and women looking for a date or a serious relationship often have shared interests and habits in their list of desired qualities in their ideal partner so this event can prove to be a promising one for singles. Not all speed dating events (<http://www.speeddater.co.uk/>) offer this additional benefit so non-smokers have a higher chance of meeting their perfect match on this particular night.

Danielle Waller, Events Manager at www.speeddater.co.uk, commented: "Smoking is a big turn off for many people on the dating scene. Research from singles ads in print, along with the profiles we see in our online dating site have shown us that the desire to meet a non-smoker is right up there with the more predictable traits such as good looks, honesty and a good sense of humour. Our non-smoking event allows guests to immediately be on the same level. We find niche events work particularly well in providing a common ground. The conversations have a natural talking point and guests often seem more relaxed at these events. A tailored niche event is also cost effective for singles as it automatically cuts out unsuitable candidates."

The changes made to the smoking regulations have had an impact on the number of people now deciding to quit the habit. In a report published by The Department of Health, results show that Local NHS Stop Smoking Services have experienced an increase in demand of more than 20% since the introduction of the smoking ban in bars on 1st July 2007.

Events like the one organised by SpeedDater may continue to take place in years to come and create a trend that if present could eventually influence singles' decision to stop smoking. For now, SpeedDater is making sure they continue to organise speed dating events with a twist.

Singles wishing to attend the non-smokers speed dating event (http://www.speeddater.co.uk/spd_events.details.php?EventID=10568) can call 0845 838 5600 or visit www.speeddater.co.uk

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For further information about SpeedDater, please contact:

Danielle Waller
0207 438 1316
dani@speeddater.co.uk

About SpeedDater

SpeedDater is the UK's leading singles events company. www.SpeedDater.co.uk was originally founded by Simon Prockter and Ben Tisdall in September 2002 and quickly established itself as the market leader in the sector. SpeedDater now runs speed dating events in over 40 cities across the UK. In Feb 2004 SpeedDater launched its successful online dating site - www.SpeedDaterOnline.co.uk. SpeedDater Events and SpeedDater Online were acquired by EasyDate Ltd., in March 2008.

About EasyDate

EasyDate is the UK's biggest online dating solutions provider. Launched commercially in the UK in 2002, EasyDate has over 6 million registered users. They cater for four strategic markets: mainstream dating, casual dating, mobile dating and leisure retail, and have a range of thirteen websites catering for the varying requirements of their users, including flagship sites www.benaughty.com and www.datetheuk.com. For more information, please see www.easydate.biz.