

## Romance recession-proof as dates without dinner thrive.

Submitted by: Thorburn Media

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Singletons looking for fun and to save money are signing up in record numbers to an online dating website which promises dating without the expense of dinner.

The site, [www.forgetdinner.co.uk](http://www.forgetdinner.co.uk) is reporting record sign ups, with a 200% increase in membership over the last 3 months as the recession begins to bite and times become tougher.

With 10 million singles in the UK, online matchmaking is thriving and has seen an unprecedented growth since the economic crisis began with people seeking companionship to help them through hard times. But with less people inclined to splash out on a first dinner date, this alternative way to meet is proving to be incredibly popular.

Forget Dinner, was established last summer by London-based dating entrepreneur Howard James who is not surprised by the site's success. "Our members know that they can meet without feeling obliged to spend money but still have a great time", he says.

"In fact, we have interesting feedback from our male customers who have come up with more imaginative ideas to treat their dates rather than the traditional dinner date. We've heard of meetings in historical buildings, picnic sharing, wine tasting and even a themed date where the couple dressed as Ken and Barbie. It just shows that having a successful date does not necessarily revolve around a restaurant", he adds.

Female members of [ForgetDinner.co.uk](http://ForgetDinner.co.uk) could be forgiven for feeling short changed but according to marketing manager at [ForgetDinner.co.uk](http://ForgetDinner.co.uk), Rachael Gallagher this is not the case, "Because we are called what we are, people know exactly what they are signing up for and immediately have something in common. Lots of the females who email us say they actually prefer a different & creative experience rather than the normal 'let's go for a meal' which can drag on for hours if it's obvious from the outset that they are not the one for you."

"Forget Dinner is proving to be successful because people want to enjoy themselves and meet new people without spending too much cash. With every new bit of bad news in the press we see a positive correlation on the site's sales figures," says Gallagher.

"People have been using online dating sites for over ten years now and the majority are looking for casual relationship. We just cut through all the nonsense and tell it how it is. Why would you go to all the trouble and expense of a dinner date if all you are looking for is some uncomplicated fun? If anything our members are being more honest about their intentions, a little more careful with their cash and out to have a great time," she adds.

Website <http://www.forgetdinner.co.uk>

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