

Love Is Dating - New Online Dating Site Aims To Bring People Together

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Brand new dating website Love Is Dating (<http://loveisdating.co.uk/>) launches this week with the aim of bringing together more UK couples. Love Is Dating is celebrating the launch with a free prize draw to win a GBP50 luxury gift hamper.

"Love Is Togetherness. Let Love Is Dating bring you together," says Love Is Dating marketing spokesperson Karen Barr.

This month sees the public launch of a new online dating website aimed specifically at the UK market, Love Is Dating. The launch will be supported by media advertising campaigns along with strong social media involvement and a celebratory competition to win a luxury gift hamper for one lucky member.

It's estimated that the UK now has around 15 millions single adults, and Love Is Dating aims to capture all of them. "We believe the right relationship makes you happy," says a spokesperson for Love Is Dating. "And everyone needs a little happiness in their lives."

Love Is Dating offers a free signup for everyone, and the ability to upload photos and bio information, and search for other members based on a number of criteria.

"Choice is everything when you're looking for the right partner, and we already have a database of over 2 million singles in the UK who are looking for the right partner. Your ideal match could already be signed up and waiting for you to join!"

Over the last decade, online dating has gone from being something that was frowned on or considered a little kooky or even dangerous, to something that the majority of people would now consider as a relatively normal way to meet a partner. In fact, a recent survey by the Oxford Internet Institute (OII) revealed that over a third of us have tried online dating, with users in their 40s and above being the most likely to have signed up at a dating website.

For women in particular, the attractions of online dating often revolve around security issues and intentional dating rather than leaving things to chance. Whereas younger people are more likely to take an attitude of "I'll meet someone at some point", older people are far more focussed on finding a partner through actively going out and looking, rather than passively waiting for a potential mate to appear in their life.

The rise of online dating in the UK (<http://loveisdating.co.uk/>) appears a trend which is likely to continue building over the next few years, as more and more people meet their partners through this medium and success stories continue to come out.

"Ten years ago, if you told someone that you met your partner online, you would often be the recipient of a shocked look or some rather prurient questions," said Ms Barr. "But as the internet has become so much more a part of people's lives, internet dating has lost that sort of nerdy or seedy aura that it used to have and is now accepted as a very efficient and safe way to meet potential partners. In another ten

years' time we might all be asking not "How did you meet?" but "So what site did you meet on?" And we'd like to think that a large proportion of the answers will be that they met their partner on Love Is Dating."

Visit Love Is Dating at <http://loveisdating.co.uk/>.

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