

## New wave dating app Date For Date goes live.

For Immediate Release

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Date For Date, the new iPhone dating application went live on June 1st 2013. Date For Date helps you find interesting people around you, in a visual and clever way using infographics and iconic content such as movies, tv shows and profound badges. Thanks to this unique approach finding the best match becomes faster, more accurate and a captivating experience.

Date For Date assumes that the most important things in dating are common interests and the personality of your date, thereby allowing its users to quickly find their most accurate matches nearby. Personality is the centerpiece of all profiles here. In a bold move, Date For Date has stripped profiles of physical attributes that most people lie about anyway, opting instead to expose qualities that play on popular culture. The user profile is based on six visual badges (like: the Adrenaline Junkie, Geek, the Tree Hugger) and bunch of movies, music and TV shows that everyone knows all over the world. It is also visual, which makes it quick and easy to read. The goal of the app is to get people talking - this is why the users have three different ways of connecting - adoring, asking if someone is interested or starting a chat.

“Our promise is to give you a beautiful dating app that shows for who you really are. When we say beautiful - we mean it. Beautiful design is not just about putting pixels on the screen - it's about the whole experience of dating people” - says Glen Fotland, Date for Date co-founder.

Date For Date is now available for iPhones.

<https://itunes.apple.com/us/app/date-for-date-love-is-all/id536560643?l=en&mt=8>

The team is preparing the Android version that will be available soon.

Visit Date for Date website: [www.datefordate.com](http://www.datefordate.com)

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