

# ADAMS

Association of Dating Agencies & Matchmakers (Singapore)

## MEDIA RELEASE

### **ASSOCIATION OF MATCHMAKERS AND DATING AGENCIES SINGAPORE BRINGS “SINGLES DAY” ON 11<sup>th</sup> NOV 2011 TO SINGAPORE**

***\* 39.5% of Singaporeans surveyed have indicated that similar to countries like China and Korea, they would also commemorate their Singles Day celebration with a special local food item***

**Singapore , 11 November 2011** – The Association of Dating Agencies and Matchmakers Singapore (as known as ADAMS) is introducing Singles Day to Singapore on 11<sup>th</sup> Nov 2011. Singles Day was started in Nanjing, China where university students from various colleges decided to celebrate Singles Day (光棍节 - *guāng gùn jié*) in 1993. The date 11<sup>th</sup> November is chosen as it consists of four “1”s (which refers to singlehood) and since the day, it has grown to become a special day for many young people in China and Korea. The festival has even blossomed into a multi-million dollar industry not unlike Valentine’s Day during which many establishments have tapped into the growing enthusiasm of the singles. One reason why Singles Day is growing in prominence is due to the increasing number of singles throughout Asia. As people delay marriage and some even put it off permanently, the overall representation of singles is increasing and becoming a greater facet of today’s society. Many singles use this festival to remind others that they do not need to be in a romantic relationship to celebrate life and use the opportunity to have fun while expanding their social circle. Other singles use the day to express their interest to people they are interested in and that they are the only “one” in their heart.

On Singles Day, many singles in China will eat four “You Tiao (deep fried dough sticks) representing the four “ones” in 11.11 and one steamed bun representing the “middle dot”. This festival is also celebrated in Korea where singles present to people whom they are interested in with a “stick biscuit”. Many singles in both countries also celebrate the day by attending singles parties, blind dates and other events (ranging from singing competitions to baking classes) for the chance to meet their special one while having fun.

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## **SINGLES DAY COMES TO SINGAPORE ON 11<sup>th</sup> NOV 2011.**

The reason why the Association of Dating Agencies and Matchmakers (as known as ADAMS) is bringing this popular festival to Singapore is to create a platform to empower singles to celebrate and meet more people in their search for love.

President of ADAMS and Co-founder of CliqueWise.sg, Lydia Gan says, *“Singles are constantly pressured by society on their status. As a result, some singles become shy and ashamed of being single and may shun social settings like Chinese New Year or weddings. Such societal pressures can backfire and cause singles to close up further which will not help their situation at all. We believe it is better to encourage and celebrate with singles to embrace their freedom, go out enjoy life and enlarge their social circle. When singles feel more accepted, they will be more relaxed, at ease to mix around more freely and enjoy the journey of finding their special someone. This is what Singapore’s Singles Day can do for singles”.*

On the day itself, the Association is celebrating the day with a huge party for 300 singles themed “REVEL: Tigress Den Party” ([www.revel.sg](http://www.revel.sg)) at Soul disco.

ADAMS Associate Member, the founder of Whoworksaroundyou.com, Betty Goh talks about the REVEL party: *“In the first hour, the men are forbidden to come. It will be a “Women Only” segment for the ladies to enjoy, chat and have drinks. After the first hour, the men will begin streaming into a room full of women. For the men to get a drink, they would have to approach the women for drink coupons which will be a cheeky reverse of the normal social dynamics. We believe innovative events such as the REVEL Tigress Den will be able to engage the singles to participate, have fun and meet new single friends on Singles Day”.*

While China uses 4 dough sticks and a bun and Korea has its stick biscuit to commemorate Singles Day, Singaporeans will have their very own special food item as well. In a survey conducted with 133 participants, 44.1% have voted for “Satay” to be chosen as Singapore Singles Food. In the REVEL Party thrown by ADAMS on

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11 Nov, 111 singles will be consuming satay in the party to kick off the beginning of this new singles tradition in Singapore.

ADAMS Member, cofounder of Champagne JSG, Joan Chin reflects: *“I believe the singles chose satay to be Singapore’s Singles Food as it is a local delight that is sweet, sizzling and fun while reflecting the theme of 11.11! It is a positive reminder for singles to pursue their happiness, similar to the happy effect of enjoying satay.”*

Several dating agencies throughout Singapore are also offering attractive discounts for singles to join matchmaking memberships, dating events and even online dating subscriptions if singles enquire about their services on the Singles Day itself.

ADAMS Member, the co-founder of Lunch Actually and Eteract, Violet Lim shares *“The participating dating agencies in Singapore will be giving huge discounts according to the theme of the Singles Day. The goodies are range from free 11-week online dating memberships, \$11 discounts of singles events to \$111 discounts off matchmaking membership packages. These are only just some of the perks singles will enjoy on Singapore’s very own Singles Day”.*

## **About the Association of Dating Agencies and Matchmakers (Singapore)**

The Association of Dating Agencies & Matchmakers (ADAMS) is a non-profit organization for the dating & matchmaking industry. The Association is committed to be the voice of the industry while empowering its member agencies towards greater professionalism. It also seeks to promote the dating industry to singles in a positive and educational manner. For more information, please visit [www.adams.org.sg](http://www.adams.org.sg).

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