

ADAMS

Association of Dating Agencies & Matchmakers (Singapore)

MEDIA INVITATION

A New Champion for the Singapore Dating Industry

The modern dating scene is far from the scenario of creating a companion for Adam in the Garden of Eden – to make Eve from one of his ribs. But help is at hand and there is a new champion for the dating industry in Singapore.

ADAMS, the Association of Dating Agencies & Matchmakers (Singapore), will be launched on 21 May 2008 to promote quality dating and matchmaking services.

So who are behind ADAMS? How's ADAMS going to revolutionise the dating industry here?

You and your photographer/cameraman are invited to a press conference to celebrate the launch of ADAMS and to find out more about the initiative.

The event will be hosted by the pioneer batch of five Partner Connection Fund (PCF) recipients: Clique Wise, Eteract.com, Go Movie Date, Singles Mingle and Who Works Around You. The Guest of Honour for the occasion will be Ms Claire Chiang, Co-Chairperson, The Partner Connection Fund Evaluation Panel. They will share with you the rationale for establishing ADAMS, its plans and what the association hopes to achieve for the industry.

You may wish to know that there will be a photo opportunity: 'Adams' and 'Eves' will be giving out apples at Raffles Place at 12 noon on the day of the launch.

Details of the event as follow:

Event:	Launch of the Association of Dating Agencies & Matchmakers (Singapore) (ADAMS)
When:	Wednesday, 21st May 2008
Venue:	Geek Terminal 55 Market Street, #01-01 Singapore 048941
Guest of Honour	Ms Claire Chiang, Co-Chairperson, The Partner Connection Fund Evaluation Panel
Programme:	10.15 am Media Registration 10.30 am Press Conference 11.30 am Lunch/Refreshment 12.30 pm End

RSVP

We would appreciate your RSVP to our Public Relations representative, **Eugene Ng of Lighthouse & Beacon Communications** at **(65) 96657108** / (65) 6497 3493 or via email (eugene@lighthousebeacon.com) by **12 Noon, Tues, 20 May 2008.**