



Health: Flirting is good for the heart

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Nobody looks their best while pounding the treadmill, but at least one dating agency thinks that exercising and flirting go hand in hand and are about to launch a new matchmaking event to prove it.

Organised by online dating service www.parship.co.uk and the charity British Heart Foundation (BHF), the Flirt Walk is due to take place in London's Hyde Park tomorrow. More than 2,000 singletons will put their best foot forward and complete a 5km walk to raise money for BHF Heart Nurses as well as increasing their chances of meeting a mate.

According to a recent study carried out by **Parship**, UK singles are the shyest in Europe with only 14 per cent of Scots saying they would have enough courage to send out amorous signals to someone they liked. So, to help these reluctant flirthers break the ice, organisers have devised a number of activities for walkers to take part in on the day.

Each participant will be given part of a broken heart and challenged to find its match during the walk. There is also a specially devised **Parship** psychometric compatibility test. Depending on the results participants will be given a colour-coded badge so they can tell whether any admiring glances they get are from simpatico souls. After the walk those coloured badges will be matched to pubs close by where like-minded singletons can socialise together.

"There are more than eight million singles in the UK actively looking to meet someone," says **Parship**'s manager Tony Blin-Stoyle. "Research suggests that dating has become an armchair activity with more and more people finding love through the internet.

"However, Flirt Walk combines the old with the new - the science of online psychometric testing is mixed with old-fashioned courtship - a Sunday stroll in the park."

Organisers believe that the Flirt Walk could be the start of something big.

Blin-Stoyle adds: "We're sure we'll raise loads of money and hopefully the participants will find the love of their life. It is the first event of its kind in the UK and, if it is a success, we will start them around the country."

For further information, tel: 0870 127 6267 or visit www.bhf.org.uk/flirtwalk