



Newsworthy

Why is *lifeknot* newsworthy?

- **Valuable, free service matches lifestyle interests, helps people find activity partners.**

lifeknot helps people establish meaningful friendships based on shared interests and passions. Members create profiles listing their interests in everything from hiking and biking to bonsai and beekeeping. Searching and matching features make finding friends with similar interests easy.

- **Most extensive member-suggested activities on the web—both usual and *unusual*.**

lifeknot members frequently suggest new activities as they seek people that share their interests and passions—passions as diverse as sled dog racing, sushi, scrabble, sailing, shiatsu, hiking, home brewing, horseback riding, biking, beekeeping, body surfing, and belly dancing to name a few.

- **Novel approach to online dating: service not limited to singles.**

lifeknot suggests their members live their lives and let love follow. An emphasis is placed on simply finding friends that share similar interests and passions through their extensive member-suggested activity listings. This approach results in a more natural way to meet new people and make friends.

- ***lifeknot* bridges the gap between social networking and online dating websites.**

Online dating sites rush people into the relationship stage of a friendship and social networking sites link you to so many people that the intimacy of establishing a few close friends is lost. *lifeknot's* combination of personal and activity profiles strikes the perfect balance between the two.

For immediate release:

(CAMBRIDGE, MA) Finding friends with whom we share interests and passions is as important as finding a significant other. This is the philosophy of *lifeknot*, an activity partnering website that helps singles, as well as those in relationships, establish meaningful friendships based on shared interests.

Activity Profiles permit people to show a side of themselves that isn't conveyed through traditional personality profiles alone. As a result, people feel more comfortable contacting each other; activities shared serve as icebreakers and provide the reassurance that interests are other than skin deep.

lifeknot currently lists over 1,200 activities across 45 categories. Users frequently suggest additional categories and activities as they seek people that share their interests and passions—passions as diverse as sled dog racing, short films, sushi, scrabble, soccer and surfing, to name a few.

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