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Online Dating Giant and Dynamo Wedding Planner Reveal How Wedding Season is a Boom for Singles

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Comtex

TORONTO, May 18, 2010 /PRNewswire via COMTEX/ ----It is the scenario that makes even a dateless New Year's Eve seem positively inconsequential: the wedding invitation that must be accepted despite your single status. With summer wedding season just around the corner, the doe-eyed brides-to-be are gearing up for their day in sequined tulle and a diamond tiara. This year, however, single gals and guys need not run from celebrations of eternal love, but may embrace weddings for what they really are: a potential dating bonanza.

Lavalife, the online dating source, has partnered with vivacious wedding expert Hayley East to offer singles the essential tools for being single in the sea of holy matrimony.

"Singles often feel jaded and overwhelmed when it comes to weddings, which are a smack-in-the-face reminder of their single status. And that's too bad, because the truth of the matter is that weddings are pure gold for singles," explains Kim Hughes, Lavalife's Singles and [Dating Expert](#). "Think about it: everyone in attendance is decked out in his or her finest and feeling confident. Plus everyone has something in common - the [bride](#) or groom - which is the perfect ice-breaker. Add to that an open bar, lots of dancing and a general party atmosphere and you've got yourself an ideal environment for connecting with new people."

When asked if they have ever hooked up at a wedding, 25% of Lavalife singles answered "yes," leaving a whopping 75% wondering how to find the sexy singles at this summer's abundance of weddings.

"There is something intimidating about weddings, especially if you are not familiar with the lay of the land. Weddings are indeed a great place for singles. Brides and Grooms should keep in mind that if your friends are not in a serious relationship, it is perfectly acceptable to invite them without a guest. In fact, they will have a great time going solo," explains Hayley East, a [wedding planner](#) at Set the Date Events in Ann Arbor, Michigan. "Here are some tried and true tips that guarantee a good time for singles at a wedding."

Top Ten Tips for Singles at a Wedding

Be seen. Make yourself helpful. Volunteer to help seat guests, set place cards or help the grandparents or children get to where they need to be.

Set your sights early. Scope out the handsome men and women at the rehearsal dinner or the ceremony. Make eye contact and make your move at the reception.

Work the cocktail hour. Be brave and introduce yourself to everyone, even the couples. You never know who has a single friend, cousin, boss, etc.

Dance! Find another single person, a crazy aunt or uncle and show your moves on the dance floor.

Shine. Glow. Have a smile on your face. Clap after the speeches. The happier you act, the happier you feel and everyone will notice.

Work the room. Compliment a stranger on her shoes or his tux. Strike up a conversation on how you know the bride or groom. Tell a funny story about you and the bride or groom.

Dress to impress. Get rid of the theory that you are saving that pair of Christian Louboutins for a special occasion. This is a special occasion! Put on your best dress, shoes, tux, and jewelry. (Ladies, find out the color of the bridesmaids gowns and wear an entirely different color. You do not want to blend.)

Chat up the maid of honor, the best man and the wedding party. They undoubtedly know all of the guests and can point you in the direction of the single hotties.

Bring your camera. What better way to strike up a conversation than to say, "Who is ready for a picture?" Plus, the bride and groom will be grateful to see the pictures immediately instead of having to wait for proofs from their wedding photographer.

Mind your manners. Don't hit on any married men or women. Don't knock over other guests or furniture when trying to catch the bouquet or garter. Don't get so drunk that you make a scene.

About Lavalife

[lavalife](#) is ranked the #1 dating brand in Canada and is a leading provider of multi-channel dating products. Lavalife connects, engages and entertains through a variety of web, voice and mobile offerings. Founded in 1987, Lavalife Corp. markets its products and services across the United States, Canada and Australia. Lavalife's open-minded approach to online dating allows singles to choose how they want to "click" by offering three unique and distinctive communities: dating, relationships and intimate encounters. Lavalife has attracted millions of unique members who exchange 1.3 million messages every day. For more information, visit <http://www.lavalife.com>.

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