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Title : 'Dating cash vouchers' launched by SDN

By :

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SINGAPORE: Friends and family of those who are single can now help to widen their social circle by buying them dating cash vouchers.

Launched on Tuesday by the Singapore Development Network (SDN), the vouchers come in denominations of S\$10 and are valid for four months.

Single recipients can use the vouchers to pay for services at any of the eleven dating agencies accredited by SDN.

SDN has said that it hopes the cash voucher would encourage family and friends to play an active role in helping to widen the social circle of their single loved ones.

Michelle Goh, a certified dating practitioner of dating agency Complete Me, said that singles may not want to use a dating agency's services due to fear of being seen as an unsociable character.

"The stigma of dating agencies is still there, but since you have a voucher, why not utilise it? This will encourage them to take the first step forward," said Ms Goh.

SDN also announced a Dating Fest for singles, where participants can enjoy subsidies of up to 50 per cent for any accredited agencies' events, services and packages, capped at S\$100 per single.

Dating vouchers can also be utilised during this period.

The Dating Fest will take place from 29 December 2012 to 2 Feb 2013.

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