



# Flitter: dating on twitter

For tech-savvy singles who are unlucky in love, shy or just looking for a new way to meet people, Flitter could be the answer.

Hundreds of singles attended the first Flitter parties across Canada last week in the latest dating game which is a play on words of the microblogging site Twitter and flirting.

Each guest wore a white sticker with a number and gazed closely at their iPhones and Blackberrys in a dimly lit room in Toronto, their thumbs tapping away at their mobile devices on Twitter.

They were Flittering and trying to catch the attention of other tweeters who were flying solo on the eve of Valentine's Day.

"#129, you're so fine, but #152, you're hot too. Man oh man, what will #72 do?" tweeted one guest as the comment showed up on a giant projector screen set up inside the venue.

Will Lam, a 27-year old banking professional and Twitter fanatic, attended the event because he was interested in seeing how Flitter worked.

"I was just wondering how they would leverage Twitter and facilitate interaction between people," said Lam, who found the tweeting to be awkward and distracting in his attempts to strike up conversations with women.

"I actually tweeted #19 was really cute, but I can't

even find her anymore," he said.

But Halley Trusler, a 23-year old event co-ordinator who recently moved to Toronto, found Flittering to be a great way to meet people.

"It allows people who are a little more shy to put themselves out there," she said.

Trusler received plenty of tweets offering to buy her drinks and revealed she may have someone in mind by the end of the night.

The tweeter can choose to sign off with his, or her, assigned number or send an anonymous message or compliment. The recipient can respond and meet the tweeter if interested, or just read the anonymous compliment and move on.

All senders must end the tweet with the word "Flitterme."

Justin Parfitt, founder and CEO of Fastlife, the Canadian-based dating service provider, originated Flitter singles events in Australia and introduced them to North America.

He thought there must be some way of getting people to interact using work devices, such as their Blackberrys or iPhones, to make people feel social as opposed to anti-social.

The Flitter parties, which were also held in Vancouver, Ottawa and Montreal, were advertised on the Internet.



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