

Press Release



Going Underground

DOING it on The Tube has always been easy, in fact on a long journey, it's not unheard of to do it two or three times.

And with all those people watching, it's not hard to understand why doing it with strangers is so exciting.

But now, thanks to a new website, you may have done it for the last time...well until tomorrow that is.

Flirting on The Tube had become something of a commuting pass-time; a little eye contact here, a smile there - the thrill of the chase has made the boring rat race just a little more bearable.

But how many of us have actually asked her out on a date? Or asked him his name? It seems when it comes to making a move, we're not particularly mobile.

But that's all about to change.

Nerves have no role to play as The Tube is set to become the biggest player in London's dating game.

www.ISawYouToday.com is a simple idea; See someone on The Tube who lights your fire, and rather than let the flames of attraction burn out when they alight, logon, leave a message, and hope you are a match made in heaven - well Hammersmith anyway.

'That's the whole idea behind it', explains site designer Oliver Schofield.

'We all do it everyday, and I wanted to see what would happen if you actually managed to chat to the people who you flirt with on The Tube.

'There's nothing worse than seeing someone you really like, exchange a few looks and smiles, but before you can beat back the nerves, they're gone.

'I know it's a bit corny but I wanted to turn a glance into romance.'

And while the site hopes to pair up star-crossed commuters, Oliver is the first to admit the site can also work wonders massaging a fragile ego.

'It's great, if ever you're feeling down, there's nothing better than finding out someone thinks you're attractive.

'And if not, there's always tomorrow.'

www.ISawYouToday.com is online now.

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