



**NORTHERN LIGHTS  
DIRECT RESPONSE TELEVISION**

## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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### **LAVALIFE RINGS IN NEW DRTV CAMPAIGN FOR SINGLES**

TORONTO: Who says single life isn't fun? Lavalife's new direct response television (DRTV) campaign for Lavalife Voice, created by Northern Lights Direct Response Television, is enough to bring optimism to even the most stubborn dating skeptics.

With sundry scenes from a casual pool hall to a balmy and sunny day in the park, the 30-second commercial for the telephone dating service reminds viewers that dating *can* be fun and exciting. The commercial will air in both English and French.

"Based on the results of our DRTV campaign last year, Northern Lights has shown that they have the ability to create DRTV campaigns that both lift response rates and build brand," says Stephanie Barrington, Vice President, Consumer Marketing for Lavalife. "We're hoping to repeat last year's success."

Ian French, President & Executive Creative Director, also looks forward to seeing the results of the commercials. "The success of Lavalife's last DRTV campaign proves that with the right creative, and strict adherence to both DRTV principles and our client's brand standards, DRTV works," says French.

The campaign will roll out next week across North America.

**Northern Lights Direct Response Television** is a leading brand-based DRTV agency in North America, providing strategy, media, creative and production services. Clients include **Manulife Financial, BMG Columbia House, Sports Illustrated, Bell, TD Bank Financial Group, DIRECTV, Scholastic** and **Yves Rocher**.

**Lavalife** is one of the world's largest independent providers of technology-based dating services for singles.

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