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Lifeknot Offers Tips for a Stress-Free Valentine's Day

Live your life and let love follow, says *lifeknot*

CAMBRIDGE, MA, February 14, 2007 – Valentine's Day doesn't have to be stressful for those looking for love. In fact, finding a sweetheart would never be stressful if *lifeknot* had its way. The social-networking website encourages people to live their lives and let love follow.

Through myriad activities suggested by members, people can find others who share interests and passions as diverse as short films, sushi, Scrabble, surfing, and stargazing. *lifeknot* (www.lifeknot.com) currently lists over 1,200 activities across 45 categories. Members can select a variety of activities during a search, allowing them to find, say, fellow hiking enthusiasts who also like Indian food, photography, and Frisbee. Searching for people with common interests is *lifeknot's* suggestion for taking the stress out of finding a Valentine. Finding a significant other that shares many similar interests may ensure that love lasts well beyond Valentine's Day.

"Placing emphasis on shared interests is a great approach to establishing relationships—platonic or romantic," says Matt Muro, founder of *lifeknot*. "It gives you an immediate indication of your compatibility, and there's an assurance that such a connection is more than skin deep." A shared passion for glassblowing, gardening, gliders, and world travel may mean one has found his or her soul mate or simply someone with whom to visit Paris. Either way, to quote Humphrey Bogart's character, Rick, in *Casablanca*, it could be "the beginning of a beautiful friendship."

According to Muro, "shared interests ensure love found at Valentine's Day, or any day of the year, is more destiny than chance."

About lifeknot.com

lifeknot helps singles, as well as those in relationships, establish meaningful friendships based on shared interests and passions. Members create activity profiles, in addition to personal profiles, listing any of over 1,200 member-suggested activities. Shared interests serve as an icebreaker, resulting in a more comfortable, natural way to meet to friends and dates. For more information, please visit www.lifeknot.com.

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