

Dating sites - for all ages - focus on keeping it real

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USA Today:

The latest trend in online dating? Going offline as fast as you can.

Most dating websites used to focus on helping singles get acquainted with extended online communication before meeting face-to-face. But now the order is reversed: a growing number of sites are geared to helping users plan offline activities to size each other up and decide if they've got chemistry.

And everybody's getting into the act — even the AARP.

The 54-year old nonprofit, best known for lobbying on behalf of the 50+ crowd, for the last several years has been repackaging itself to appeal more to the younger end of its constituency: a quarter of the group's 37 million members are single and more than half of the singles are younger than 70, AARP says.

Read the whole story: [USA Today](#)