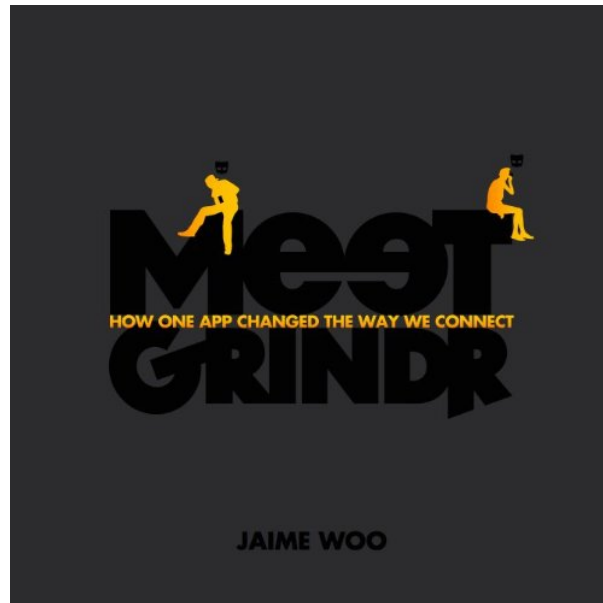
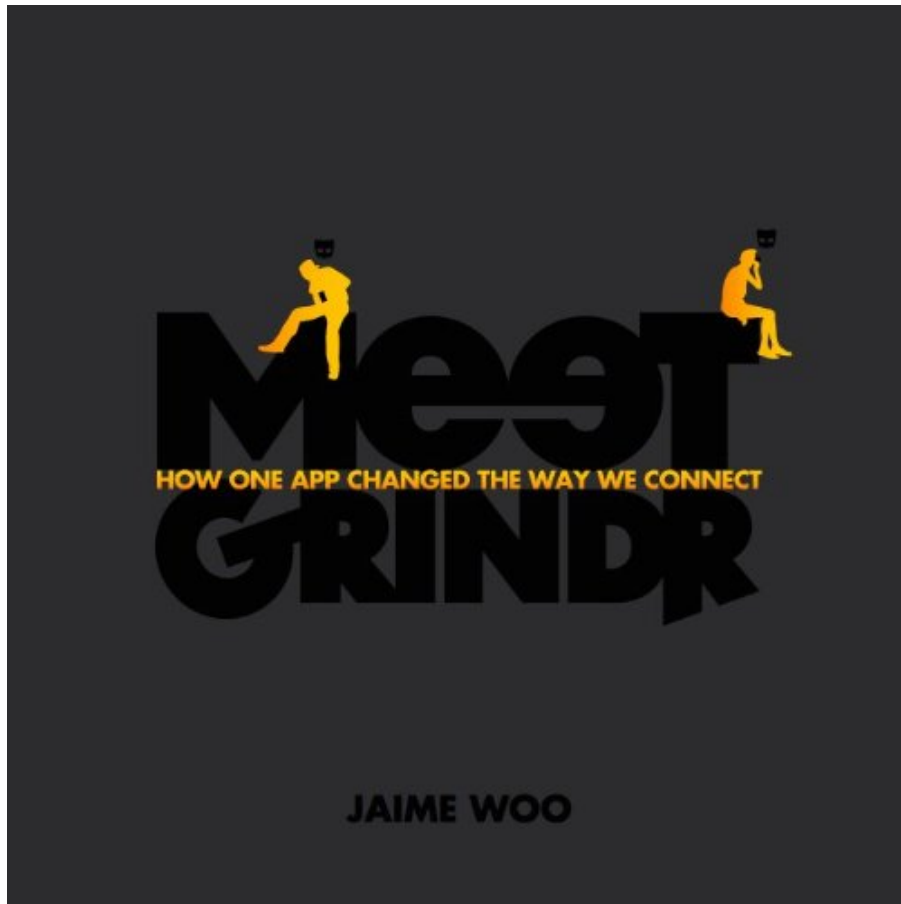


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NOW: A LAMMY NOMINATED BOOK! "Meet Grindr" has been nominated for best LGBT non-fiction book by the prestigious Lambda Literary Awards.

From the New York Times to on CBC's The National to NPR's On The Media, read the book that is changing how everyone is thinking about hooking up online.

"Meet Grindr" is a fascinating peek inside the world of gay hookups. Using mobile internet and GPS, men can find one another nearly anymore, and many men are: Grindr, the most popular of hookup apps, has six million users and they spend over 90 minutes a day using the service. The book is a must-read for anyone interested in how smartphones will change the way we connect and find relationships.

Within the book are answers to interesting questions like: What happens when men have the ability for sex at the literal tips of their fingers? Why does online dating not work and how can we improve it? What is the future of hookup culture and why hasn't a straight version of Grindr worked?

Inside "Meet Grindr" you'll find charming examples and eye-opening studies. How is Grindr more addictive than playing slot machines? Why are men on Grindr like jars of jam? What if Grindr is actually a game, and should it become more of a team sport?

You'll uncover some surprising answers, including to questions of whether design is subtly influencing users, how users could make better connections, and why — love it or hate it — Grindr has changed the way people connect.

PRAISE FOR MEET GRINDR

"[F]ull of handy observations about the app... The future of sex (and gaming) has never sounded more intriguing." — Xtra

"A charming sense of humor... It's hard to imagine a better introduction to Grindr or a more straightforward look at how technology is changing courtship, cruising culture and everything in between... An impressive commentary on how technology continues to change the way people connect, which isn't as niche as its subject matter might seem." — Kirkus Reviews

"What an extremely thoughtful, well written, and well researched little volume. I'm impressed." — Jonathan Crutchley, co-founder, Manhunt

"Full of insightful comments, observations, and statistics." — Carl Sandler, CEO, Mister

ABOUT THE AUTHOR

Jaime Woo is a Canadian writer with a focus on the cultural impact of technology and social media. He has

spoken at the influential SXSW interactive conference, as well as for organizations such as the Toronto International Film Festival, Rotman School of Business (at the University of Toronto), and North by Northeast interactive.

He has appeared on national television and radio programs such as NPR, BBC News, CBC's Here and Now, Q with Jian Ghomeshi, and Metro Morning, Globe and Mail, Metro Toronto, Xtra, Fab, In Toronto, and the AV Club.

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An interesting dip into the lake known as Grindr

By Daniel Paul D'Aniello

This was an insightful look into Grindr and the tremendous impact the app is having on gay culture. I read this book because I was brainstorming a book topic of my own and found it to be rewarding and insightful.

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