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BRITS ARE WORST FLIRTS IN EUROPE- BUT HELP IS AT HAND!
British Heart Foundation Flirt Walk - Hyde Park, Sunday 12th February

UK singles are amongst the shyest flirterers in Europe: only 16% have the courage to make the first move. Of the 5,000 singles polled by online dating service, PARSHIP.co.uk, the most confident flirterers were the Austrians (34%) followed by the Spanish (30%) and the Germans (27%). But the British Heart Foundation (BHF) is aiming to provide a helping hand to us shy and retiring Brits as it teams up with PARSHIP.co.uk to launch the first-ever Flirt Walk.

Of Britain's 9 million singles, only a quarter of men, 23%, and just 12% of women said they would confidently strike up a conversation or make the first move with a complete stranger. Londoners, Scots and the Welsh are the worst flirterers – only 14% had enough courage to send out signals that they were interested. The most confident are those living in the North of England, with 20% brave enough to make the first move. Plumbers (27%), politicians and professors (20%) lead the way in the flirting stakes, with office staff (16%) and management consultants (8%) lagging behind.

To improve single Britons' flirting techniques – and their chances of finding love before Valentine's day – the BHF Flirt Walk is being held in London's Hyde Park on Sunday 12th February. The event could be the UK's largest-ever outdoor matchmaking event with up to 2000 singles expected to take part in the 5km walk. Flirt Walkers will be looking to change their own lives by finding a new love – and the lives of other people by raising £80k to fund BHF Heart Nurses. Those wishing to attend must pre-register by February 8 at bhf.org.uk/flirtwalk or call 0870 127 6267.

To increase your flirting success rate on the walk, PARSHIP.co.uk has created a special psychometric test, to be completed by each participant. On the day, each Flirt Walker will receive a badge that's colour-coded for his or her personality-type depending on the results of their test. A True Blue should seek out other True Blues, a Cool Green other Cool Greens, and so on. Other Flirt Walk activities include.

- ♥ **Heart match** – Walkers will be given half a heart and told to go in search of the other half.
- ♥ **Romantic trivia** – Walkers can pick their potential paramour's brain – and be in with a chance of winning a romantic dinner for two.
- ♥ **Carry on flirting** – Pubs near the park will be colour-coded to match Flirt Walkers' badges. 'Flirt Cards' will be distributed so that vital contact details can be noted down.

Flirting expert Tracey Cox is backing the event and has provided her top tips on how to flirt. She said: "I am delighted to be supporting the British Heart Foundation (BHF) Flirt Walk in association with PARSHIP.co.uk. The event is the perfect opportunity to flirt to your heart's content whilst raising funds for BHF Heart Nurses. So whether you're a fearless flirt or a nervous novice, sign up for Flirt Walk and give your heart a flutter searching for the perfect Valentine's date".

The Flirt Walk is part of the BHF's 2006 Valentine Appeal which aims to raise £1 million to fund 30 new BHF Heart Nurses to help thousands more patients across the UK. This Valentine's Day there are several ways of supporting the charity including posting a **Love Note** in the window of a local BHF Shop for a suggested donation of £1 or buying a gift from the BHF **Online Shop**.

For further information or to register for the Flirt Walk visit bhf.org.uk/flirtwalk or call 0870 127 6267 (calls are charged at the local rate). For full details of the 2006 Valentine Appeal or to donate, visit bhf.org.uk/valentine.