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## Toronto Startup hopes to combat loneliness and isolation among the aging population

Monday, May 7, 2018 at 12:09PM



Toronto-based startup **Amintro** is making it easier for adults 50+ to find new friends with the launch of their new online friendship-making platform and app (available for free download for iPhone and iPad on the App Store, and Google Play). Launching across Canada, **Amintro** aims to combat loneliness and social isolation among older adults by increasing their social circles near them.

**Amintro** was designed exclusively for Canadians over 50 as an alternative and safe place to meet like-minded individuals and foster new friendships. The service matches people based on their profile and close proximity for platonic friendships.

As a member of Communitex and being partnered with Sheridan Elder Research, **Amintro** was developed after a number of years of research and input from a wide array of experts. Everything on the **Amintro** platform has been catered to its older audience. Users can create a private online profile based on their background, personal experiences and preferences. The service then connects users who share similar life experiences, social circles, passions, and interests and allows users to engage with these connections online, with the opportunity to continue the interaction offline as well.

Loneliness and social isolation are a major epidemic affecting millions of North Americans and a big contributor to the mortality rate of older adults. **Amintro** Founder Charlene Nadalin, was inspired to launch **Amintro** by her mom, who became a widow at the age of 56. Although her Mom continued to lead an independent and active life, like many others, she was plagued with loneliness resulting from a life spent focused on family and work, which left little time for socializing and nurturing friendships.

"**Amintro** was built on a solid foundation of research and a true desire to help others by developing a friendship-making platform that reduces social isolation and loneliness amongst the fastest growing demographic," said **Charlene Nadalin, President and CEO, Amintro**. "Our unique offering is focused exclusively on adults over 50 and is based on characteristics that our research has shown to be ideal for forming friendships."

While technology and social networking sites are typically assumed to be used by younger users, research shows that baby boomers comprise one of the fastest growing segments of smartphone owners and nearly half of all older adults online use Facebook. Baby Boomers make up a third of all Internet users, with a third of them describing themselves as "heavy Internet users".

For more information and to register, visit [Amintro.com](http://Amintro.com). Download the app on the [App Store](#) and [Google Play](#).

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