



**Press Release – CBC Dragons Den , January 3, 2011**

**RE: Entrepreneur gets a second chance to slay the Dragons with his “love game”**

I wanted to let you know that I have been selected to present Syncrohearts to the Dragons on an upcoming episode of Dragons’ Den, airing Wednesday January 12, 2011 at 8:00 pm on CBC Television.

My product, the Syncrohearts relationship board game was produced locally several years ago. On October 15, 2007, I appeared on the CBC Dragons’ Den season II. I tried to convince the Dragons to invest in my “love game” but they did not think that there was a demand for my product. The viewers knew better. We won the popular vote for our episode and we have sold over 5,000 copies with online orders from as far away as Iran and Australia.

Now I have a second chance to convince the Dragons that there is a big global market for Syncrohearts. In our busy society our relationships are under a lot of stress. After watching the episode on the life stories of the Dragons, I knew they could benefit personally from my product. I originally produced this game to help enhance my own marriage and it was modeled after my late parent’s relationship. They were like a match made in heaven and my dad was a romantic guy. I think the reason Syncrohearts has been so successful is that it is fun to play, it helps couples communicate more effectively and it helps enhance the romance in our relationships.

I am grateful for all the local support and I would love to talk to you about my experience pitching on the show. I can guarantee that my “love pitch” will be very entertaining! The timing of the show is very synchronistic, as January 12 is my dad’s birthday and he would have been 81. I feel he would be proud of Dr Love!

Please feel free to contact me if you would like more information. If you are interested in speaking to any of the Dragons or host Dianne Buckner, please feel free to contact Laurie Weir at Veritas Communications, (416) 482-0723, [renee.mellow@mediaprofile.com](mailto:renee.mellow@mediaprofile.com).

Thank you.  
Bobby (aka. Dr Love)

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