

# **PRESS**

# **RELEASE**

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## **Mixed-marriage website proves a hit**

**L**ocal couples are opting for a modern solution to a traditional problem, according to the Northern Ireland Mixed Marriage Association (NIMMA).

NIMMA's hi-tech website is now the first port of call for mixed-marriage and baptism enquiries and has recorded more than 200,000 hits since it went live three years ago.

NIMMA Chairman Ken Dunn described the site's success, welcoming an average of 12 visits a day, as "a very significant sign of the times".

He said: "The web is the new way in which we receive enquiries and an open door for advice and support to couples contemplating mixed-marriage right across these islands.

"It guarantees speed, confidentiality and a direct approach that appeals to many young couples who can access our help, download leaflets and arrange one-to-one contacts from the privacy of their own homes.

"It also demonstrates that, as an information provider and mutual help organisation, we are keeping pace with the latest developments in technology and using them to the best advantage of the people who really need them.

"The term mixed-marriage remains firmly fixed in the Northern Ireland vocabulary and our research shows that it is, by far, the number one phrase on all search engines seeking our site".

Mixed marriages make up more than one in ten of the Northern Ireland total each year, more than 800 last year, and NIMMA, which has been helping couples since 1974, sees that figure increasing.

Ken Dunn said: "Mixed relationships will blossom further in the normality of a post-conflict Northern Ireland and NIMMA - at [www.nimma.org.uk](http://www.nimma.org.uk) - will continue to adapt to meet the needs of all concerned."

**ends**