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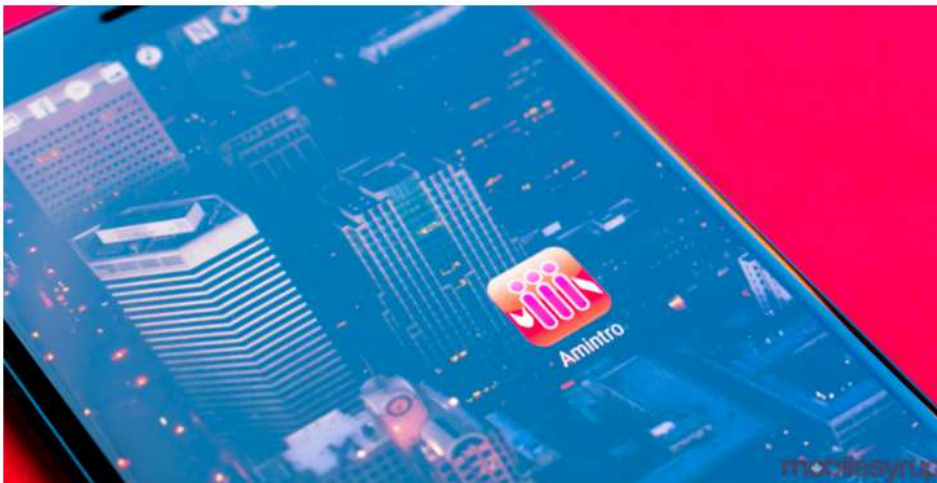
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Toronto-based Aminro launches social networking app for elderly Canadians

The app is designed to act as a “friendship-making” platform for individuals aged 50+



By Sameer Chhabra MAY 7, 2018 | 5:14 PM EDT | 0 COMMENTS



Toronto-based social networking start-up Aminro has officially launched its Android and iOS app.

According to a May 7th, 2018 media release, Aminro is designed to serve as a “friendship-making platform” for adults aged 50 and older.

“Aminro 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 of Aminro, in the same May media release.

“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.”

Once users create their accounts, the app prompts users with a detailed questionnaire that queries for personal details — like age, personal hobbies and languages — in order to narrow down a list of suggested friends.

Users are then prompted with a series of ‘Aminroductions’ to form new friendships.

Aminro is free to download on both [Android](#) and [iOS](#).

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