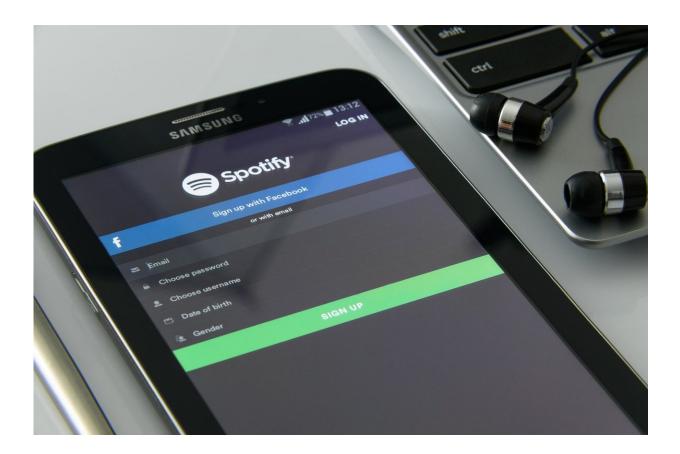


Is Spotify the new Tinder? It is for this couple

November 11 2019, by Coral Murphy, Usa Today



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Swipe right. Then left, another left, then left again. That's the typical movement your thumb might go through if you're trying to find "the one" on any dating app. In some circles, it's becoming more common to



hear friends say they met their significant other via dating apps Tinder, Bumble or Hinge, but what about Spotify?

For two emerging artists, the music-streaming service helped them connect, and fast forward, they're getting married. The lovebirds are trying to find out who's responsible.

How exactly does one find love through Spotify? It's simple.

Singer-songwriters Edgar Sandoval and Emilee Flood met when both of their songs ended up in the same Spotify playlist. The app usually curates a list of songs that have a certain genre or mood in common. Sandoval's band, Cape Lions, was featured in March on the popular playlist "Fresh Finds," which merges independent, up-and-coming musicians.

He noticed the <u>song</u> "High Hopes" by an artist named Emilee was on the playlist, and that's when he swiped right, so to speak.

After listening to her song, he decided to contact her via Instagram and sent her a direct message to praise her talent. One direct message turned into several, and after eight days of FaceTiming, Sandoval bought a ticket from Seattle to Arkansas to visit Flood. They established a longdistance relationship, and in October, Sandoval popped the question.

"I want to find the person that put us in that 'Fresh Finds' playlist," Sandoval said. "I feel like that person has no idea that, when they were listening to our songs, they were going to put two people together and set them up for literally marriage, for the rest of their lives."

He said he wants to invite the curator to their wedding, but it looks like they're going to have to pull out some extra chairs.

"Our playlist curation is a team effort," Spotify Music Culture editor



Collen Taylor said.

Sandoval posted a video on Tik Tok, searching for the specific Spotify employee that placed both songs together.

Using dating apps has become normal among <u>younger generations</u>, and even adults.

Online dating is the second most common way for <u>heterosexual couples</u> to meet, according to research in 2017 published in the MIT Technology Review.

The matchmaking website eHarmony predicted that by the year 2040, online dating websites will be responsible for 70% of relationships.

In Sandoval and Flood's case, getting to know each other through Instagram isn't that rare of a case. The popular picture-sharing app has lingo such as "sliding into your DMs" to refer to starting a conversation in hopes of gaining some sort of intimate interaction.

Though some would be satisfied with having their song featured on a widely heard Spotify <u>playlist</u>, others turned it into an opportunity to find their life mate.

The couple plan to have their wedding in June and hope the event brings together their friends, family and Spotify employees.

"Although most people don't think of a dating site when they think of Spotify, I'm definitely convinced that love can grow from the strangest of places," Sandoval said.

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