

MEDIA RELEASE #1 – CHEEKY & MISCHIEVOUS

FOR IMMEDIATE RELEASE

POLITICAL MATCHMAKING GOES MAINSTREAM: FIND YOUR ‘PERFECT MATCH’ BEFORE ELECTION DAY

New Aussie website helps voters’ swipe right on the politicians who actually match their values

Remember the dating show *Perfect Match*? Well, now it’s politics’ turn.

A new online platform, UrVote.com.au, is shaking up the lead-up to the federal election with a cheeky, totally free quiz that matches Aussie voters to their ideal politicians — based purely on shared values, not party spin.

Forget awkward first dates — this is about commitment at the ballot box.

It’s not left or right – it’s what’s right for YOU

The site’s co-founder, Peter Malliaros, describes it as “Tinder meets Parliament House.”

“People are tired of voting blind or just backing the same party their parents did. This tool is about helping voters find their true match — someone who actually represents what *they* care about,” he says.

Voters answer 31 quick yes/no questions covering major political issues, and within seconds receive a personalised “How to Vote” card, showing the candidates and parties who best align with their views and voting history.

Holiday incentive

As if helping Aussies find political clarity wasn’t enough, there’s a cherry on top: **over 200 holiday accommodation vouchers** are up for grabs.

“Everyone who takes the quiz gets entered into the draw to win up to 7 nights of complimentary hotel accommodation,” says Malliaros. “It’s our way of rewarding civic participation – and hey, who doesn’t want to vote and then maybe pack for the Gold Coast or Cairns?”

A world first – made in Australia

UrVote is a first-of-its-kind tool globally — “and it couldn’t come at a better time” says Malliaros.

“With so much disillusionment in politics, this gives power back to the people,” he says. “It’s not about popularity or personality — it’s about values.”

So whether voters are feeling politically single or just looking for a better match this election season... UrVote.com.au might prove to be a valuable matchmaker resource.

Malliaros ends with “you might just find your perfect match”.

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