**Relate and Paired partner up to help couples keep talking**

**London, 12 May 2021:**  [Relate](http://www.relate.org.uk), the leading relationships charity, and [Paired](http://www.getpaired.com), an app to improve romantic relationships, today announce a new partnership to make relationship support accessible to more couples.

Relate helps more than 5 million individuals, couples and families each year through counselling, information, mediation and support. Through the new partnership, people visiting Relate’s website looking for an easy and fun tool to learn more about themselves and their partner will have the opportunity to find out about Paired.

Communication between partners is vital to the success of a relationship. However, research from Paired found that [62% of British adults](https://www.getpaired.com/research/news/coupled-up-americans-brits-arent-seeking-relationship-advice/ckoa2zzjkr1zj0b779slgjnxd) in a relationship do not speak to anyone for advice. A further 1 in 5 admit that sex is the hardest topic to discuss with their partner.

Paired is a fun mobile app that prompts daily conversations between partners. It reminds users to regularly check in on their relationship with questions, quizzes and expert tips.

[New research](https://www.getpaired.com/research/news/paired-proven-to-increase-relationship-quality-by-36/ckmanjgfkrv9g0917oyrzijoq) published by The Open University and the University of Brighton has demonstrated the significant role relationship apps can play in romantic partnerships. In evaluating the effectiveness of Paired, the study found that couples using Paired see a 36% increase in relationship quality in just three months. In addition, 85% reported improved communication with their partner.

Relate recommends Paired as one way of helping couples to keep their relationship strong and stay connected with each other. Paired are offering Relate website users 20% off the Paired Premium yearly plan, which will give access to the full range of content and support.

Talking about the partnership, Aidan Jones, Chief Executive, Relate said: “Good communication is the foundation of strong and healthy relationships. Relate counsellors see everyday what happens when communication breaks down between couples, families and friends, so we know how important it is to enable people to build and maintain good communication skills. This equips people to handle life’s challenges and shores up relationships for the long-term. The Paired app is a great way to support couples to proactively think about their relationship, deepen their connection and deal with life’s ups and downs together.”

Kevin Shanahan, co-founder and CEO, Paired said: “We couldn’t be more excited to partner with Relate, who have been a pillar of relationship support for over 80 years. Both organisations have the same objective – to make relationships happy and healthy – but we approach this in different and complementary ways. We’re looking forward to working with Relate and benefitting from their expertise to give more couples a new way to care for their relationship.”

Paired is available globally and is free to download from the [Apple App Store](https://apps.apple.com/us/app/id1469609343?ls=1) and [Google Play Store.](https://play.google.com/store/apps/details?id=com.getpaired.app)

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**About Relate**

Relate is the leading relationships charity and the Relate Federation is the largest provider of relationship support in England and Wales. Offering counselling, information, mediation and support to individuals, couples and families, we work with people of all backgrounds and sexualities at all stages of life. Our vision is a future where healthy relationships are actively promoted as the heart of a thriving society. Our mission is to make expert information and support for healthy relationships available to everyone. [www.relate.org.uk](http://www.relate.org.uk)

**For further information about Relate please contact Sarah Osmik on 020 7554 2985 or** **sarah.osmik@relate.org.uk****.**

**About Paired**
Paired is a relationship app that launched in October 2020. Its mission is to make relationships happier and healthier by prompting daily conversations between couples via fun questions, quizzes, and expert tips. Paired was founded by Kevin Shanahan and Diego López, who previously worked at leading language learning app Memrise. Dr Jacqui Gabb, Professor of Sociology and Intimacy at The Open University, is the Chief Relationships Officer at Paired. The app is free to download with a Premium subscription offering access to a full library of content and a more personalised experience. [www.getpaired.com](http://www.getpaired.com) **For further information about Paired please contact Jill Cotton,** **jill@getpaired.com****, +44 07838 144 992**