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The City

Rob Roberts

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QUESTIONS & ANSWERS

KIZ ME, YOU FOOL: CITY CONNECTIONS

Ever see the man of your dreams -- in the frozen food aisle? Did the jumbo size toilet paper in your cart keep you from making the first move? A new social networking site making its Canadian debut in Toronto today could be your ticket to love. Kizmeet, already up in 13 U.S. cities, lets people post and search for their missed connections. Zosia Bielski spoke with co-founder Mark Jaffe:

Q How do I pronounce it? Kissmeet?

It's Kiz-meet. It's kind of a play on the word "kismet," which means fate or destiny. It has a Turkish and Arabic background.

We took the word "kismet" and added "meet" to it because it involves a real world encounter.

Q Is this your spin on Craigslist' Missed Connections?

Kizmeet takes it to an entirely new level because the messages are posted by specific location: your local Second Cup or Starbucks, or Whole Foods, or U of T.

It's also sorted by the date that the actual missed connection encounter took place. It really ups the odds of finding the other person. We have great respect for Craigslist. We just wanted to focus.

Q What's the most unexpected locale you're seeing missed connection s happen?

It's still evolving. They happen all over the place, and they're city specific. In Los Angeles, there are postings for gas stations.

You don't see that as much in New York City. Gyms we're noticing a lot. There's sort of an unspoken rule about hitting on people in the gym while they're doing their work out, but there's definitely a lot of flirting going on.

In San Francisco, for instance, it's a very outdoorsy city. We see a lot of postings where people are jogging along Crissy Field, the path by the Golden Gate Bridge.

In New York, there's a lot of subway postings, a lot of, "We were sitting next to each other. I was interested in the book you were reading. You intrigued me."

Q Do you think Toronto will have its own quirks?

We know that Toronto's a city of parks, for instance. As the weather turns and more people are out jogging, that may be where a lot of the postings come in.

We may see a lot of postings for the TTC. From what I gather, Toronto is to L.A. as San Francisco is to Montreal. I'm curious to see how that will play out.

Q There's something stalker-esque about it. Do you worry about that?

We ask people when they're e-mailing with someone, use an e-mail address that doesn't reveal your full name.

One of the great advantages of Kizmeet over an online personals site or chatroom is you know who's on the other end. It's not someone who put up a profile that may not be accurate or someone just claiming to be someone else.

Q Haveyoueverhadamissed connection?

I haven't had a personal missed connection. I have two partners who I launched this with and we were really just sitting around talking about L.A., the social scene, the flirting. You're at a bar, now how do you get in touch with that other person?

And then we realized, it's not just at a bar? Even though people are all on their cellphones, their Black Berries and their Palm Pilots, that real world connection is still going on. Our hope and the feedback that we're getting is that Kizmeet creates a sort of smalltown feel, even in huge cities like New York and Los Angeles. Hopefully, it will do the same in the Canadian cities we go to.

SEARCH FOR TORONTO'S SEXIEST PERSON

Now that the contest is over -- you can stop sending those nominations, fans of Zoltan Szabo and Natalie Bean-Sole -- we hope to catch up on some missed entries. One thing we here at the newspaper learned is, if you want to be called sexy, you better go work in television. Among our nominees:

Cathy Hoffman nominated Katherine Humphries of Citytv: "Knowledgeable, witty, and beautiful. Why hasn't she been scooped up by Hockey Night in Canada or some big American network?"

Pam Seodial was one of several women who voted for Global's Leslie Roberts: "Ever since Leslie caught my eyes I have always felt that he is the sexiest man in all of North America. On many occasions I have had the opportunity to meet Leslie Roberts in person. The television just doesn't do him any justice -- He is much better looking in person by far!"

Reg McLean nominated Global's Carolyn MacKenzie: "I've been in love with this woman since I first noticed her on VR Land News several years ago. Even though I'm up at 5:15 every morning I can't help staying up till she finishes

the 11 o'clock news report. I also find myself watching the news at six in case she's filling in for someone else, which she periodically does. This constant lack of sleep will probably force me to buy a PVR soon. All you have to do is watch her once and you will understand the way I feel. I love the different outfits she wears and how she is constantly changing her hair. I'm hoping that one day there is a Carolyn MacKenzie channel, with her on it 24/7."

Steve Dunn nominated Janice Golding of CFTO: " She's very pretty, with her exotic features and gorgeous eyes. She also projects a fun-loving personality and great sense of humour. For ages I've been trying to figure out how to become the subject of a news story just so she will get to interview me."

Greg Campbell nominated Citytv's Larysa Harapyn: "Larysa's got beauty, charm, style and wit. On top of that, Larysa's on-air grace and genuine nature humbles even the biggest of Hollywood stars who visit our great city Toronto!

"Larysa should win this contest because she is Toronto's sexiest person..."

Matt Clark nominates Citytv's Amber MacArthur: "She's extremely cute, she has a nice personality, and she's smart. I also have a bit of a soft spot for geeky girls. Her Web site is ambermac.typepad.com."

Radha Singh: "I nominate weatherman Anthony Farnell at Global News just because he is!"

Compiled by Rob Roberts. Submissions of no more than 300 words can be e-mailed to thecity@nationalpost.com. They may be edited.

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