BREAKING FREE OF SWIPE CULTURE

Social Connection Data Insights Amidst the Loneliness Epidemic

Data insights provided by Clara for Daters (Not a Dating App), a free-to-use intentional social connection digital resource providing post-match support.
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Digital Disconnect to Reconnection

Despite living in an age where communication is instant and connections are numerous, humanity is increasingly feeling isolated from one another.

Today, less than half of all Americans report feeling connected to one another, according to a recent report by United States Surgeon General Vivek Murthy. This increase in isolation has bled over into the world of dating, where a Pew survey found that a majority of the U.S. dating population report having a poor dating life.

Clara for Daters (Not a dating app) has emerged as a comprehensive intentional social connection resource aimed at combating the loneliness and self-isolation epidemic by helping individuals rediscover the value of in-person social connection through data-driven post-match support.

The following report represents the findings of a one-year review of Clara user data from February 2023 - February 2024 of 1,013 in-person social connections, involving 658 users and 817 prospective matches, spanning five countries. All of the information in this report was gathered organically; self-reported by our users with no incentive provided for logging these interactions.

In this study, we gained valuable insights into how people are finding and nurturing meaningful social connections amidst the loneliness and self-isolation epidemic; including where the initial introductions come from, where dates most often occurred, how often they occurred with the same person, what they did on those dates, and how our users felt afterward.
In the ongoing battle against the loneliness and self-isolation epidemic, Clara for Daters emerges as a beacon of hope, empowering users to navigate their dating journey with agency and cultivate authentic connections based on shared values and aspirations.

Through the strategic use of data, we strive to facilitate genuine connections, promote mental well-being, and create a more connected social landscape. By emphasizing depth, authenticity, and meaningful interactions, individuals can utilize digital tools to enrich social connections, counteract feelings of isolation and break free of the endless swipe culture that is scarring our mental health and society.

Join us as we explore the intersection of contemporary dating and the loneliness and self-isolation epidemic in our Clara for Daters Year One Wrapped Report.
Online to Offline

Over 1,000 Dates Logged

Our users logged 1,013 dates with 817 prospective matches across 5 countries.

Apps are Top Meeting Place

73% of Clara logged dates are connected through a dating app versus 27% in the wild.

Top 3 Dating Apps

Hinge, Bumble, and Tinder are the 3 most popular dating apps among Clara users.

Hinge Gets the Most 1st Dates

Hinge is the highest producing prospect to date conversion for first dates.

The Siren's Call

Starbucks is the most popular social venue among our users.

Stuck in Talking Stage

1/3 of all potential matches (31.3%) failed to result in an in-person social interaction.

Where Dates Happen

80% of all in-person social connections occurred at a venue, 20% occurred at home.

Post-Connection Disparity

Of those who reported their social interactions as a 10 out of 10, 73% ranked their post-date mood as a 6 or below.
Understanding the Trend of Disconnected Daters

From the advent of smartphones to the widespread adoption of social media, the first quarter of the 21st century has been marked by a meteoric rise in the number of technological marvels capable of connecting humanity like never before. According to the Digital 2024 Global Overview Report by DataReportal, approximately 69% of the world’s population owns a smartphone; roughly 66% have individual internet access and another 62% are social media users.

For the first time in history, it is now possible to communicate with almost anyone in the world instantly; and with the rise of artificial intelligence and the metaverse, we may soon see a further dissolution of physical boundaries as well. Yet, as is often the case when human technology outpaces its wisdom, there is a growing consensus that society is becoming increasingly disconnected.

In 2023, United States Surgeon General Vivek Murthy issued the advisory report “Our Epidemic of Loneliness and Isolation” detailing the declining social connections of Americans across all age groups. According to the report, approximately half of the U.S. population is experiencing measurable levels of loneliness and only 39% of Americans report feeling connected to others.

Chief among the causes cited in the report were rapid societal changes and the increasing use of technology to replace in-person interactions. Though the internet may allow a person to have increased digital introductions, there is a growing body of research that indicates these digital connections don’t always lead to meaningful face-to-face social interactions.

The effects of the loneliness epidemic can be keenly felt in the world of dating. A 2019 Pew Survey found that 47% of Americans believe that dating has gotten harder for everyone. Additionally, a significant majority of daters reported having a poor dating life (67%) and that it was difficult to find people to date (75%).

Despite the proliferation of dating apps, daters feel more dissatisfied than ever before. But why? What is the cause of this social atrophy?

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Digital 2024: Global Overview Report:

Our Epidemic of Loneliness and Isolation:

Pew Research – Americans View on Dating and Relationships:
What are the obstacles stopping people from converting digital introductions into in-person social connections and how does this affect the way we prioritize meaningful social connections?

In our Year One Wrapped report, we will explore the situational, societal and cultural nuances of the modern dating landscape, its effect on the loneliness and self-isolation epidemic and the barriers individuals face in their efforts to engage in meaningful in-person social connections.

Clara for Daters is an intentional social connection logbook drawing inspiration from the principles of behavioral science, psychology, and self-improvement, our platform encourages users to document their dating experiences, reflect on their choices, and evolve into more intentional daters who are able to pursue healthy connections.

Utilizing the anonymous data of over 1,000 in-person social interactions, the following report examines the dating habits, preferences, successes and learnings of our users.

In this paper, we will review the data of these organic social interactions so that we may find better ways to support and grow the occurrences of meaningful in-person connections within our communities. We believe that we can empower single individuals to engage in the basic exercise of post-match intentional dating with the support of our thoughtful and accessible digital resource.

Through thoughtful collaboration with businesses, organizations and communities we will be able to make a difference as we learn to better understand the dynamics of social atrophy, identify effective interventions and support so that we may tailor initiatives to meet the specific needs of each affected community.

Together, we can make a dent in the loneliness and self-isolation epidemic as we empower social connections, one intentional date at a time.
Loneliness: The Silent Epidemic

In decades past, loneliness was primarily seen as a personal issue that only affected a small portion of the population. However, there is a growing body of evidence which suggests that loneliness poses a significant public health issue with profound implications for both individuals and society.

At its core, loneliness is defined as a subjective feeling of social isolation or lack of connection with others. While it’s natural for individuals to experience occasional feelings of loneliness, chronic loneliness, or persistent feelings of social disconnectedness, can have serious implications for physical and mental health.

Hoping to illuminate the widespread nature of loneliness, United States Surgeon General Vivek Murthy issued the advisory report “Our Epidemic of Loneliness and Isolation,” examining the extent, causes, and serious consequences of this growing crisis.

According to the report, more than one-third of adults in the United States report feeling lonely on a regular basis. Additionally, roughly one-fourth of Americans rarely or never feel as though there are people who truly understand them, highlighting the pervasiveness of loneliness and its impact on a significant portion of the population.

One of the key drivers contributing to the loneliness epidemic is a lack of social contact or meaningful relationships.

A forthcoming study slated for publication in the April 2024 edition of the Journal of Research in Personality reveals a significant insight: loneliness is primarily influenced by the quality of social interactions rather than their quantity.

The study investigates the escalating issue of loneliness among young adults, focusing on its association with social activity, quality of social experiences, and individual differences related to positive valence sensitivity (PVS) and depression.


Using data from the Stony Brook Temperament Study, involving 320 18-year-olds, researchers employed ecological momentary assessment (EMA) techniques to gather real-time data on social activity and experiences over a two-week period.

**Contrary to common assumptions, loneliness among young adults was not correlated with the quantity of social interactions but the quality.** Researchers found significant links between feelings of loneliness and the subjective evaluation of these interactions and individual traits; drawing attention to the nuanced nature of loneliness.

The consequences of loneliness extend far beyond emotional distress, encompassing a host of negative health outcomes.

Research cited in the Surgeon General's report links loneliness to an increased risk of chronic diseases such as heart disease, diabetes, and cancer. Lonely individuals are also more likely to experience mental health issues such as depression, anxiety, and substance abuse. In fact, loneliness can increase the risk for premature death to levels comparable to smoking 15 cigarettes a day.

Moreover, loneliness can impair cognitive function, weaken the immune system, and even shorten life expectancy. **Loneliness can lead to a 29% increased risk of heart disease, a 32% increased risk of stroke, and a staggering 50% increased risk of developing dementia for older adults; placing the health risks associated with loneliness on par with obesity and smoking.**

Additionally, the Surgeon General’s report outlined a strategy to combat this crisis, including a call to critically evaluate our relationship with technology, particularly in the context of how it influences social connections and contributes to feelings of loneliness and isolation.

This issue is keenly felt in the world of dating. Overwhelmed with choices and instant gratification, daters are becoming increasingly frustrated and lonely due to a notable lack of meaningful connections.

In a survey carried out by the Pew Research Center in October 2019, nearly half of U.S. adults, including a majority of women, expressed that dating has become increasingly challenging over the past decade. Among those actively seeking relationships or casual dates, dissatisfaction with their dating lives was widespread, with difficulties in finding compatible partners being a common source of frustration.

Overall, 47% of Americans believed that dating had become more arduous, though the suspected reasons why differed based on gender. Women were more inclined to attribute their difficulties to increased risk, while men often pointed to the influence of technology.
Women, in particular, reported facing negative encounters while dating, with a significant majority reporting experiencing at least one harassing behavior, such as spreading rumors about their sexual history or being touched inappropriately.

Specifically, 65% of women who were currently single and looking to date reported such experiences, compared to 50% of men in the same category. Additionally, women were more likely to perceive heightened risk, both physically and emotionally, in the dating landscape, further contributing to feelings of apprehension and isolation.

While dating platforms provide plenty of potential romantic matches, the abundance of choices can lead to indecision and dissatisfaction; making it difficult to foster genuine, lasting relationships, leading to a cycle of continuous searching without fulfillment.

However, the issue is not with the dating apps or tools themselves, but rather how individuals approach relationships today; emphasizing superficial interactions rather than building deep, meaningful connections.

Indeed, it has never been easier to make digital introductions through dating apps, but the ease of connection belies a greater challenge: sustaining and nurturing those initial sparks into meaningful connections.

Though the initial excitement of matching can be exhilarating, it's the subsequent steps that truly determine the fate of a connection. What's needed is a post-match tool that provides ongoing support, guidance, and resources to help individuals navigate the complexities of building and nurturing genuine in-person connections leaving the distraction of digital interactions behind.

The data surrounding the Loneliness and Self-Isolation Epidemic paints a portrait of a society grappling with the complexities of modern romance, where technological advancements, changing social dynamics, and cultural movements have reshaped the dating landscape; leaving many feeling disconnected, frustrated, and longing for genuine human connection.
By prioritizing depth, authenticity, and meaningful interactions, we can use these digital tools to enhance our social connections rather than diminish them. This requires a shift in perspective, from viewing dating apps as quick-fix solutions to loneliness to leveraging them as effective introduction platforms for genuine human connection.

The Clara for Daters team looks forward to future collaboration opportunities as we look to address the loneliness and social isolation epidemic that has taken hold in our communities. We believe that Clara for Daters can empower single individuals utilizing dating apps as effective introduction tools to engage in post-match intentional dating with the support of our thoughtful and user-friendly digital resource.

Through strategic collaboration, we can make a difference in understanding the dynamics of social atrophy and help daters break free from the endless swipe.

Screen to Heart

- TINDER
- BUMBLE
- HINGE

Deleting the apps

Re-download the apps

Meaningful Social Connections

CLARA FOR DATES

Meaningful Social Connections
Against the Tide of Loneliness: Clara’s Year of Connections

It has been a monumental year for Clara for Daters filled with growth, connections, and meaningful interactions. Throughout the year, users have taken control of their dating journey by embracing Clara's data approach to intentional dating.

As we navigate the complexities of human connection in an increasingly digital world, Clara for Daters emerges as a solution to help increase intentional dating and improve mental wellness. Taking a data-driven approach, Clara for Daters empowers individuals to deliberately shape their dating journeys and foster meaningful connections.

Our platform, Clara for Daters, is not a dating app; it is a post-match tool designed to overcome social atrophy and help users rediscover the value of in-person social connection. Users are encouraged to actively participate in their dating journey by leveraging our innovative approach to log, track, and reflect on their experiences. This allows users to gain valuable insights into their dating patterns and enables them to make more informed decisions about their relationships and dating behaviors.

Through the Year One wrapped report, we offer critical insights gleaned from the data collected by Clara for Daters users. The anonymous data in this report is aggregated from 1,013 social interactions; involving 658 users and 817 prospects over the span of a year, resulting in 84 dates per month and 3.2 dates per person.

Our unique methodology empowers users to assess which avenues of introduction yield the outcomes most aligned with their intentions, whether that is to progress to a second date or explore more casual connections.

By analyzing user experiences across various platforms and contexts, this report sheds light on the nuances of modern dating and the platforms they use to navigate the ever-evolving dating landscape with intention and clarity.

The data presented is meant to not only provide valuable insights into the dynamics of modern dating but also to serve as a contribution to our collective understanding of the loneliness and self-isolation epidemic.

By examining how individuals engage with dating platforms and navigate the quest for connection, we can gain deeper insights into the factors contributing to feelings of isolation and disconnection. Armed with this knowledge, we are better equipped to develop strategies and interventions aimed at addressing the root causes of loneliness in our society.
Insights into Dating App Conversion Rates

Among our user base, Tinder, Bumble, and Hinge reign as the top choices for dating apps. Roughly 73% of our users engage with one or a combination of these platforms. Hinge stands out as the frontrunner, with 46% of Clara’s users favoring it, followed by Bumble at 35%, and Tinder at 10%. We also had a small group of users who found connections through Feeld, the dating app for open-minded individuals.

Hinge significantly outperforms in terms of digital introduction to an in-person social interaction conversion. 75% of Hinge digital introductions resulted in an in-person social connection/date.

When it came to getting a second date, 30% of those first dates converted to a second. Those who did make it to the second date, 23% would go on to a third date.

Bumble actually boasts the higher rate of conversion from first to second dates at 36% with roughly a quarter of all 2nd dates facilitated by Bumble converting to a third. However getting to the first date from a Bumble digital introduction seemed to be more difficult with 37% of Bumble digital introductions not resulting in any dates/in-person social connections.

Tinder represents the smallest user segment of the Big Three, representing about 10% of all date conversions. Nonetheless, it still exhibits a solid conversion rate from first to second dates at 30%.

From these insights we can conclude that the most difficult conversion starts at the very beginning of the social connection journey where 31% of digital introductions facilitated through dating apps resulted in no dates or in-person social connections. It is here where Clara for Daters seeks partnerships and collaborations in ways we can support users in their efforts to convert these digital introductions into in-person social connections.
Date Night Decoded

A common stereotype of modern dating is the rise of “Netflix and Chill” and the decline of traditional dates. Yet, what does the data reveal? Are individuals opting to stay indoors, pursuing casual encounters? Or are they going out on dates, seeking meaningful connections? The answer is a little bit of both.

Our data shows that around 18% of social interactions ended in an intimate encounter. Dining out remains a timeless favorite. Of the 84% of users who went out for their dates, 54.9% went out to dinner or got drinks at a local restaurant or bar, while 15.4% went for a coffee date instead. Another 13% decided to be adventurous and enjoy an outdoor activity together. Approximately 20% of in-person dates occurred at home.

From these insights we hope to further explore how we can best support individuals in accessing environments in which meaningful social connections may occur. Financial burdens of dating are often cited as a barrier to engagement.

At Clara for Daters we hope to collaborate with businesses and organizations who would be interested in supporting individuals to ease that barrier. For example, Starbucks is the top reported venue for our coffee inclined daters. A coffee-date program with Starbucks may help us to improve the conversion from digital introduction to meaningful in-person social connection.

We look forward to exploring what this data means for our users as we continue to understand which dating environments result in the desired outcomes for our users specifically around how they felt after the interaction.
Post-Match Support Tools

USING CLARA FOR DATERS

While dating apps help make the introduction, Clara for Daters is the comprehensive post-match support tool that helps build lasting connections.

Drawing inspiration from the principles of behavioral science, psychology, and self-improvement, our platform encourages users to document their dating experiences, reflect on their choices, and evolve into more intentional daters who are able to identify and pursue meaningful social connections.

Clara empowers users to record their experiences through Clara Vibe Check, a psychologist-designed questionnaire that gets individuals thinking about their emotions and insights and holds them accountable to their experiences.

Making online introductions through dating apps may be effortless, but discerning whether a match truly aligns with your values and aspirations can still be a challenge for many. It is all too easy to find yourself stuck in recurring dating patterns without the necessary tools to break free from them.

Recognizing this lack of post-match support, Clara for Daters emerges as a pioneering solution. By providing personalized insights and actionable advice, Clara empowers users to make informed decisions, fostering genuine connections and steering them away from repetitive dating pitfalls.

In the Apple App Store
Using the Clara Vibe Check

Clara empowers users to record their experiences through Clara Vibe Check. This self-awareness tool is the cornerstone of meaningful change, the nexus where dating, mental health, and data meet. Vibe Check focuses on the five key pillars we believe are central to establishing meaningful connections:

**Chemistry**

Chemistry forms the foundation of romantic relationships and often appears through subtle signs such as prolonged eye contact, a natural ease in conversation, and a genuine interest in each other’s thoughts and experiences.

**Emotional Safety**

Emotional safety is where vulnerability meets empathy, understanding, and validation. Do you feel secure and comfortable expressing yourself without fear of judgment, rejection, or harm? Does this person foster a sense of trust and intimacy?

**Values**

Closely aligned values form the basis of a strong connection. Partners with matching values are more likely to understand and support each other, creating the sense of unity and mutual respect necessary to form a stable relationship.

**Physical Safety**

Ensuring physical safety is fundamental in cultivating healthy and robust relationships. How secure do you feel around this person? Does this person prioritize respect for boundaries, consent, and personal space?

**Relational Safety**

Encompassing the broader aspects of the relationship, relational safety asks the question: is this the kind of space where you can share your thoughts, feelings, and vulnerabilities without fear of judgment, rejection, or retaliation? Does this relationship create an atmosphere of communication and trust?
Defining the Relationship

This past Valentine’s Day Sweethearts Candies launched “Situationship Boxes” as a playful joke about the ambiguity in modern relationships. Though it was a clever and humorous approach, it also serves as a poignant commentary on the prevalent culture of anxious, unhealthy relationship dynamics, often labeled as “situationships” or the struggle of individuals trying to break free of their “delulu” era. (“delulu” - short for delusional, describes someone who is having unrealistic expectations about their romantic interests)

Recognizing the damage that these terms have on our mental health and well-being, Clara for Daters has incorporated a status function to help our users address the terms of the connection, if not with their prospect, than at least with themselves. Clara users have full control over how and when they wish to identify the status of each prospect.

The definitions prompt Clara users to have those uncomfortable conversations that define the terms of their personal connections:

- **Tryouts** | It’s new & you’re figuring it out
- **Lineup** | It’s exciting & has potential
- **Committed** | It’s cuffing season
- **Special Teams** | Keeping it casual & fun
- **Friendlies** | Let’s be friends
- **Benched** | Situationship territory
- **Cut** | It’s over
With this data, we can see the user-reported outcome of these introductions. For example, those prospects that were introduced to Clara users “in the wild” or in real life had a higher outcome of being categorized as “Friendlies” (just friends) at **11%**. However, it was the digital introductions from the dating app Feeld that had the highest “Friendlies” outcome at **54%**.

For digital introductions made through dating apps, around half of all prospects were cut from the roster versus **20%** of introductions made “in the wild.” **More than a third of all prospects** (38.2%) were classified as either a Tryout or Lineup.

While the stereotype of modern dating being primarily hookup-focused, the numbers suggest an interest in fostering meaningful connections over exploring casual encounters. Only **1.7%** of all digital introductions started something casual with the Special Teams designation. When you include introductions made in the wild, it goes up to **2.7%**.

Challenges still remain for those seeking a meaningful connection. Out of the **267** digital introductions that led to one date or more, only **nine** of those converted to a self-reported committed relationship.

Introductions made in the wild also resulted in nine committed relationships, but it's worth noting that introductions made in the wild accounted for a significantly lower portion of successful connections leading to at least one date (91). This underscores the significance of offline introductions in nurturing meaningful social connections.

*In the Apple App Store*
What’s Next?
Bridging Data Gaps

Though offline introductions can foster strong connections, our data shows that apps remain the favored avenue for meeting prospective romantic partners as it pertains to volume and accessibility.

Among the 562 recorded matches that blossomed into dates, an overwhelming 73% were kindled through dating apps.

Regardless of the origin of the introduction, more than one-third of potential matches (31.3%) find themselves trapped in the talking stages and fail to go on a date. As a post-match support tool, what can we learn from this? How can we further close the gap between introductions to first dates?

Another interesting question raised by the data is the disparity between how one feels about a date versus after the encounter ends.

To help find greater clarity in the dating journey, Clara has developed a system which allows users to score the quality of their dates and post-date moods, using a scale of one to ten. While users reported their post-date moods for all 1,013 logged social interactions, only 96% of dates were given a score.

More than 80% of dates reported were given an eight or higher, with approximately 42% of social interactions scoring a 10. This suggests that users are initially pleased with their social interactions. However, feelings seem to diminish after the date comes to an end.

Slightly more than half (53.9%) of all users who reported their dates as an 8 or higher ranked their post-date mood as a 6 or lower compared to the 22% that reported a post-date mood of seven or eight.

When you include those that didn’t score their date, around 80% of users report a post-date mood of 6 or lower, versus the 19% of those who reported a score of seven or eight. Surprisingly, no one reported a post-date mood of 9 or 10.

This begs the question: Why? What is leading to this disparity?

We hypothesize that the disparity comes from our users gaining a better understanding of their dating habits and feelings through Clara. For example, a person may go out on a date and feel like they had a good time, only to realize through Vibe Check that they felt unsafe or anxious during the encounter, thus changing their overall feelings.
Over time, we believe that the data will show improved outcomes for our users as they continue to make more informed decisions about their relationships and dating behaviors.

One of our challenges lies in incomplete profile information, with the majority of users failing to furnish essential details about themselves. Conversely, users were not as reluctant to fill out information about their prospects, doing so 90% of the time.

It is not wholly unexpected that users neglected to fill out their personal information, Clara for Daters is primarily focused on logging prospective matches and social interactions. Logging personal information is completely optional, so individuals are less inclined to prioritize sharing details about themselves.

Currently, our greatest challenge is that the scope of our report is confined by the size of our dataset. With access to a more extensive pool of information, we could enrich our analysis and garner deeper insights into the dynamics of modern dating.

Given the wide disparity between the number of social interactions of dating app users and non-users, this presents a compelling case for increasing our dataset through collaboration with online dating platforms such as Hinge, Tinder, Bumble and Feeld. Such collaboration offers a promising avenue for bridging data gaps, providing us and our partners with valuable insights into the dating experience post match.
Our exploration of the intersection of modern dating and the loneliness epidemic has revealed profound insights into the challenges and opportunities people face in seeking meaningful connections. As we’ve seen, the consequences of loneliness extend far beyond emotional distress, threatening both our physical and mental well-being.

Felt most keenly in the world of dating, this epidemic has reshaped the landscape. Though the advent of smart phones and dating offers unparalleled opportunities to connect, the lack of post-match support can introduce complexities that hinder the formation of genuine connections.

Clara for Daters (Not a dating app) stands as a beacon of hope in the fight against the loneliness epidemic, empowering users to take control of their dating journey and foster genuine in-person connections rooted in shared values and aspirations. Through personalized insights and actionable advice, Clara equips users with the tools they need to navigate the complexities of modern romance with intention and clarity.

From the dominance of dating apps in facilitating connections to the challenges of transitioning from online interactions to real-life dates, our findings offer valuable insights into the intricacies of the dating experience.

Despite the obstacles posed by the loneliness epidemic, there is cause for optimism. By prioritizing depth, authenticity, and meaningful interactions, individuals can harness the power of digital tools to enhance social connections and combat feelings of isolation. Working together, we can build a future where loneliness is replaced by a sense of belonging, and genuine human connection thrives.

Citations


About Clara for Daters:

Clara for Daters was launched in February 2023 by Latina founder Jillian Romero Chaves with a mission to combat the loneliness epidemic by empowering social connection one intentional date at a time.

We are a privately-owned C-corp with a small angel pre-seed fund made up of family and friends. Clara for Daters has no direct affiliation with any dating app; however 73% of dates logged in Clara last year originated from a dating app match.

Clara for Daters is designed for every adult individual seeking meaningful social connections. Inclusive of all genders, sexualities and relationship preferences.

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