

# Media Release

17 January 2024



## Will Cupid's arrow strike this Valentine's Day?

***The Matchmakers* dives into the unique and private world of traditional matchmaking**

**The 3 part documentary series premieres Wednesday 14 February at 8:40pm on SBS and SBS On Demand**

**\*\*Watch the trailer [here](#)\*\***

**\*\*Preview the first episode [here](#)\*\***

**\*\*Images [here](#)\*\***

**\*\*Interviews available\*\***

This Valentine's Day, SBS will re-write the book of love with *The Matchmakers*, a heart-warming yet confronting documentary series which dives into the unique and private world of three of Australia's most successful cultural matchmakers. All three episodes of the series will be available to stream free on SBS on Demand from Wednesday 14 February, with episodes airing weekly at 8.40pm on SBS.

In an age of online dating, profile pics, swipe-rights and high divorce rates, many hopeful Australians are turning to the ancient traditions of matchmaking to find 'the one'. *The Matchmakers* goes behind the scenes of Australia's traditional Jewish, Muslim and Hindu matchmakers as they help singles in the universal quest for love in contemporary Australia.

Covering every dramatic and heartfelt beat – first dates, awkward meets and sensitive negotiations between all parties, the series offers a front row seat into the sensitive and nuanced negotiations critical in bringing two families together, as matchmakers work tirelessly to ensure their culture continues through to the next generation.

*The Matchmakers* follows the unique romantic challenges among three Australian communities. With just 0.4% of the Australian population identifying as Jewish, Sydney matchmaker **Toby Lieder** uses her global expertise to match hopeful singles, while **Sheikh Alaa Elzokm** facilitates marriages in Melbourne's growing Muslim community, and **Preeti** and **Heena** navigate the complexities of matching couples among Indian families.

With such high stakes and high divorce rates throughout Australia, can more be learned from an approach that focuses on matching a person's values, than leaving love to chance alone?

**Bernadine Lim, SBS Senior Commissioning Editor for Documentaries, said:** "SBS is known for exploring contemporary Australia in a unique and entertaining way and in *The Matchmakers*, the mysterious world of matchmaking offers an intriguing, rich insight into the universal questions around love, family and marriage in modern multicultural Australia."

**Kylie Washington, General Manager and Creative Director, BBC Studios Productions Australia, said:** "This show explores love, family expectations and life ambitions against a backdrop of cultural expectations. With high rates of marriage failure in Australia, can more be learned from an approach that refuses to leave love to chance alone?"

**Head of Screen NSW, Kyas Hepworth** said: "Screen NSW continues to support the telling of new and intriguing stories from communities across NSW, and this observational documentary will offer audiences a unique glimpse into the traditions and culture of matchmaking."

*The Matchmakers* is a BBC Studios Productions Australia series for SBS. Principal production investment from **Screen NSW** in association with SBS.

*The Matchmakers* will be available to stream on SBS On Demand with subtitles in eight languages: Simplified Chinese, Arabic, Vietnamese, Traditional Chinese, Korean, Vietnamese, Punjabi and Hindi. The series will also be available with audio description for blind and low vision audiences.

**All 3 episodes of The Matchmakers will be available to stream free on SBS On Demand from Wednesday 14 February, with episodes airing weekly at 8.40pm on SBS.**

Screeners for media use are available on the [SBS Screening Room](#).  
Images available [here](#)

Join the conversation on social #SBSAustralia #The Matchmakers

**For media enquiries, please contact:**

Milly Palmer [Milly.Palmer@sbs.com.au](mailto:Milly.Palmer@sbs.com.au) 0406 348248



SBS acknowledges the Traditional Custodians of Country throughout Australia

To adjust preferences for receiving media releases from SBS please contact the above media representative