

While Dating Apps Collapse, This Matchmaking Agency Just Won Its 6th Consumer Choice Award — In Two Cities

Lyons Elite Named Top Matchmaking Agency in Both Toronto and Barrie Regions for the Sixth Year Running — A Feat the Award Body Says Rarely Happens



Toronto, Ontario Mar 12, 2026 ([Issuewire.com](https://www.issuewire.com)) - In an era where dating apps are hemorrhaging users and trust, one luxury matchmaking agency is doing something almost no business in Canada manages: winning the Consumer Choice Award in two separate regions, six years in a row.

Lyons Elite, the Toronto-based luxury matchmaking firm founded by entrepreneur Emily Lyons, has been named a Consumer Choice Award winner in both the Toronto and Barrie regions for 2026 —

marking its sixth consecutive year receiving the honour. The Consumer Choice Award, which identifies a single company per region with the highest reputation and consumer confidence scores, rarely sees a business claim both regions simultaneously, according to the organization.

"Six years is a long time in any industry," said Lyons. "But in matchmaking — where you're asking people to trust you with the most personal part of their lives — it means everything."

Lyons built her agency from the ground up with \$80 and no formal business education, eventually expanding into multiple companies and earning the Entrepreneur of the Year award in 2024. Today, [Lyons Elite](#) serves high-achieving singles across Toronto, Barrie, and major cities across North America.

The win arrives at a pivotal moment for the dating industry. As major dating platforms face mounting criticism over fake profiles, algorithm fatigue, and declining match quality, human-led matchmaking is seeing a significant resurgence among professionals who are done leaving love to an app.

"People are exhausted," said Lyons. "They want someone in their corner who actually knows them — not an algorithm that's optimized for screen time."

The Consumer Choice Award is determined entirely by consumer feedback and third-party research, with no ability for businesses to campaign or pay for the recognition.

Lyons Elite offers bespoke matchmaking services for discerning singles seeking serious relationships. For more information, visit lyonselite.com.

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