

Does Love Island Have a New Publicity Stunt On Its Hands?

Ronn Torossian, CEO, 5WPR

Britain's darlings Dani Dyer and Jack Fincham from 2018 Love Island have finally called it quits, it seems, and fans are cynical: with reality star Dani releasing her autobiographical self-help book earlier this week, it seems this is one publicity stunt that no one is buying.

Jack confirmed their break-up in an Instagram statement earlier this week, just one day after Dani celebrated the launch of an autobiographical self-help guide *What Would Dani Do?*

Cynical fans on Twitter were quick to point out the questionable timing of Jack's announcement coinciding with Dani's book promo. As one wrote: "Funny how Jack and Dani break up when she has a book coming out." In the words of another: "So Jack announces the break up the same day Dani's book is out? Either a big publicity stunt or he's a p****."

Another fan was equally narky, "A little convenient @Dani_MasDyer has been putting Jack down these last couple days to make herself look good... just in time to get people to buy her book."

Posting on his social media story, Jack shared: "There is no

easy way to say this and it isn't going to be an easy time but me and Dani are not in a relationship anymore...We have some amazing memories together and have been through a lot but sometimes things aren't meant to be and we really did try to make it work but it unfortunately didn't and that is life."

Dani has not yet commented on the split and is currently on a book tour; she is currently in the middle of celebrating the launch with her father Danny Dyer.

The pair previously broke up in December last year after six months together, before quickly rekindling their relationship while deciding to live apart. The fact that this particularly reunion coincided with the release of their ITVBe spin-off show, *Life After Love Island* did not go unnoticed either.

Still, their first split provided good material for the reality show spin-off, with Dani explaining the situation candidly: "I didn't realise how much it would affect you, Jack, I genuinely didn't. Obviously, I thought we was over. You have to put things out. It's not like he didn't know, he knew we were over at that point. It was horrible, I don't want to upset anyone, it makes me sad."

Still, it seemed they were on rocky ground again in an interview Dani gave in recent days. "It's difficult, because when you are in a relationship with someone, it can change week by week," she admitted. "We could be so in love one day and I could be, 'Ooh, it's amazing!'. Like On Valentine's Day when I got so many balloons from him... I was like, 'Oh my god, I want to do a whole chapter on him!' But then there are other times when I want to moan about him. But relationships aren't perfect. We say to each other, 'I don't know how we're doing

this, but we're doing alright." Somehow we're surviving."

This might be one publicity stunt that pays off for the celebrities.

About the Author: *Ronn Torossian is CEO of 5WPR, a leading PR firm. His book, "For Immediate Release," is available on Amazon.*

