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BAY AREA NONPROFITS GET VOLUNTEER BOOST FROM A NEWLY ORGANIZED GROUP: SINGLES OVER 40

Oakland, CA – (May 2012) -- Bay Area nonprofits are getting an injection of hundreds of volunteer hours with the creation of a new social introduction dating service aimed at singles over 40. Matches That Matter's unique approach sends compatible groups of 6 men and 6 women with similar interests to work together on volunteer projects.

"The model that was developed by real people through focus groups over 4 years is a win for everyone," according to Founder and CEO Odette Pollar. "Our nonprofit partners get approximately 100 project-hours from 12 new volunteers, while our members get a chance to meet one another in a friendly, relaxed, natural setting where they share a common bond."

Connections are made during a series of three meetings (called a Flight) while doing projects at nonprofit organizations such as the Sausal Creek Restoration Project or the San Francisco AIDS LifeCycle. Participation in a Flight eliminates the "meeting for the first time" awkwardness and ensures relationships bloom more comfortably and easily. There is no pressure to connect, and research has found that for many, the social and volunteering aspects of the Flight provide tremendous value and satisfaction.

Many of our members have turned away from the time-consuming online dating scene. Matches That Matter's service allows them to meet more like-minded singles faster and more affordably than online dating. And nonprofit organizations gain access to potential new supporters for their causes.

Matches That Matter ran dozens of focus groups over a 4-year period to research dating experiences, various dating services, and expectations of over-40 singles. Further interviews with therapists, sociologists and relationship coaches helped to refine the model for understanding how couples best create and sustain healthy relationships.

"We are beginning our 25-city, three-year rollout in the Bay Area, where there is a large pool of nonprofits and a large segment of the 51 million over-40 singles market," Pollar adds. "As we grow, we are confident that our members will have a positive impact on their communities, while opening themselves up to new ways of social interaction and dating."

All Matches That Matter participants have been professionally interviewed and have undergone a background check as part of a commitment to safe dating practices.

For additional information, contact Matches That Matter 888/713-7779.

www.matchesthatmatter.com <<http://www.matchesthatmatter.com>>