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PRESS RELEASE

NOT MARRIED? SINGLES NOW HAVE A NEW RESOURCE- "THE SHADCHAN™" magazine from THE SIMCHA FOUNDATION.

Baltimore, MD- August 17th, 2006: The Simcha Foundation, Inc., a non-profit organization founded by Baltimorean, Jeff Cohn, has initiated an extremely innovative nation-wide and soon to be international project to help involve all of *klal yisroel* in the matchmaking process.

The foundation has developed "**The Shadchan™**", a magazine *tsniusdikly* featuring profiles of single men and women of all ages, (never married, divorced, or widowed), from across the Orthodox spectrum. The plan is for "**The Shadchan™**" (*at the outset*) to be published quarterly. Profiles will be categorized by gender in different age groups. The goal is to mail this magazine to every *frum* household in North America.

All submissions must be made by individuals who agree to act as a "*shadchan*" for the particular person they represent. In other words, the individual submitting a profile need not be a professional or volunteer matchmaker. As a matter of fact, "**The Shadchan™**" tag line reads: You don't have to be a Shadchan to make a Shidduch." But, the one submitting must be willing to do the follow-up work necessary once a call of interest is received for the person whose profile they have submitted. Where necessary, the services of a professional writer will be available.

As a security measure, one of the matchmakers, associated with the magazine staff, will telephone anyone with whom they are not familiar who submits a profile. This introductory step enables "**The Shadchan™**" to verify information about the newcomer and add him or her to its growing list of participating *shadchanim*.

Anyone interested in becoming a participating matchmaker can telephone "**The Shadchan™**" and leave a voice mail message at 1-800-SHADCHAN. Once an individual becomes a participating "*shadchan*", he or she will be advised how to submit profiles to the magazine.

The idea behind "**The Shadchan™**" is to enable the greater Torah observant community to become more involved in the networking process. Many marriage-minded people have difficulty meeting suitable dating partners since their networking capabilities may be limited. They may be uncomfortable using an on-line dating service or may want to use additional resources as well.

They may live in small or distant communities, may not have a wide enough network of friends and/or relatives who can help them network, are seeking a marriage partner whose *hashkafa* is different from those to whom they have already been introduced by the people currently networking on their behalf, have moved to a new community, or are uncomfortable asking a large number of people to look for potential *shidduchim* for them.

"**The Shadchan™**" method allows someone who knows a single well to serve as their advocate utilizing this very *tsniusdik* approach.

The individual submitting the single's profile will be a third party go-between who can, at least at the onset, eliminate many of the difficulties that can occur with self-initiated *shidduch* attempts. Acting as a "*shadchan*", this individual can investigate whether a suggestion appears to be suitable, weed out inappropriate suggestions, provide additional helpful information regarding a potential match, and later intercede if helpful or necessary.

This process of matching up individuals protects the privacy of the singles that are suggested by their representatives. Each *Shadchan Profile Submission* is coded for anonymous identification. Any magazine reader who finds a profile of interest may telephone **1-800-SHADCHAN** and leave a message indicating the code associated with that profile in which they are interested along with their name and telephone phone number.

The magazine staff will screen messages and contact the “*shadchan*” who submitted that profile. That “shadchan” will then contact the caller interested in the profile they submitted, obtaining whatever information he or she deems necessary. The “shadchan” may determine that:

- a) the caller’s suggestion is not suitable for the profiled individual,
- b) agree to suggest the *shidduch*, or
- c) suggest someone else who may be better suited to the person the caller has suggested.

“**The Shadchan™**” does not receive *shadchanis gelt* when any of the individuals profiled marries as a result of the publication’s efforts. Nevertheless, this is an expensive venture. **The Simcha Foundation Inc., a tax-exempt, 501(c) (3) organization**, welcomes donations from contributors for dedication opportunities such as *simchos*, *l’refuah shlaimah*, *l’zaicher nishmas*, etc. These donations are acknowledged by “plaques” printed in the upcoming issues of this graphically pleasing magazine as well as a genuine plaque sent as a token of appreciation to the contributor to display in their home or office.

Advertising will also provide a source of funding to supplement the costs of the production and distribution of the magazine. Individuals interested in learning more about donation and advertising opportunities may contact:

The Simcha Foundation 17 Warren Road, Suite 15A, Baltimore, Maryland 21208,
1-800-SHADCHAN or info@theshadchan.org.

The inaugural issue is scheduled for Chanukah mailing in to frum homes across North America. When “**The Shadchan™**” magazine comes to your door, PLEASE DO NOT THROW IT AWAY! It is not junk mail! It is a beautiful opportunity for all of us to try to make *shidduchim* for the people we know and care about. The magazine is three-hole punched so that it may be placed into a three-ring binder for future reference. By all means, safe-keep it in that binder, but make sure that you read it and refer to it often.

To receive an emailed copy of the magazine send an email to info@theshadchan.org and be sure to include your home address in the body of the email so we can mail you the hard copy when available.

For more information on submitting a profile, advertising or contributing to this worthy endeavor, contact “**The SHADCHAN™**” at **1.800.SHADCHAN** (1.800.742.3242).

THE Shadchan™

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You don't have to be a Shadchan to make a Shidduch!™



IN THIS SAMPLE ISSUE YOU'LL FIND:

- Eight Actual Singles' Profiles
- Questions for The Shadchan™
- Profile Submission Form
- Advertiser Info
- Dedication Opportunities

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