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## **MATCHMAKERS ARE MAKING A COMEBACK**

Blind dates haven't worked. Neither has the internet, or set-ups by family or friends. Now what? How about something tried and true: the professional matchmaker! **MAKE ME A MATCH: THE 21<sup>ST</sup> CENTURY GUIDE TO FINDING AND USING A PROFESSIONAL MATCHMAKER** (Skyhorse Publishing, \$14.95 original paperback, October 15, 2007) from the Matchmaking Institute explains everything you need to know to choose and use one. Find out all about the process, how to make the most of it, and exactly how he or she will make you a match. As you read the success stories you'll realize that matchmaking is an intelligent, practical way to go about dating today. In addition, there's a state-by-state listing of matchmakers recommended by the Institute as well as smart dating and relationship advice from the professionals.

In today's fast-paced life, we engage experts to help us be the best we can in all areas. We hire accountants to complete our tax forms, real estate agents to find a home, and personal trainers to keep our bodies in shape. Yet we tend to feel reluctant about seeking professional help when it comes to life's most complicated and pleasurable aspect—our love life. The mainstream success of online dating has opened the door to using a third party to find love and skyrocketed the popularity of modern-day, one-on-one, personalized matchmaking services.

Now more than ever before is it acceptable to use a matchmaker but with this growth of the matchmaking market comes a greater need for quality control in the industry. The Matchmaking Institute was established in 2003 to set a code of ethics and strict quality standards in the matchmaking industry. It is the first organization offering matchmaking training & certification, introducing singles to certified matchmakers, and providing matchmakers with a network of peers and support.

(more)

## **About the Author:**

**Lisa Clampitt, CSW**, is the co-founder and Executive Director of the Matchmaking Institute, a professional matchmaker and a New York State Certified Social Worker for over 15 years. She was educated at New York University and received her graduate degree from the University of Michigan. Lisa has many years of experience in individual and couples counseling as well as relationship and date coaching and has owned her own very successful matchmaking company, VIP Life, for over 6 years. With this experience and her extensive knowledge of the matchmaking industry under her belt, she went on to create the Matchmaking Institute in order to train and certify others, establishing a strict code of ethics in this important industry.

Lisa is consistently sought after as a matchmaking and relationship expert and has had extensive National and international press coverage including ABC's *20/20*, *the O'Reilly Factor*, *Time Magazine*, *Cosmopolitan Magazine*, *Forbes.com*, *Worth Magazine*, *Crane's New York*, *the Wall Street Journal*, *the New York Times*, *Reuters* and *Today in New York* among many other media outlets.

Lisa Clampitt, Executive Director of the Matchmaking Institute, is available for interview and happy to speak on behalf of the fast-growing matchmaking industry.

### **Make Me a Match**

The 21<sup>st</sup> Century Guide to Finding and Using a Professional Matchmaker

\$14.95 Original Paperback - \$17.95 in Canada

208 pages

6 x 9

ISBN: 1-60239-175-0

ISBN13: 978-1-60239-175-8

**October 15, 2007**

Also by the Matchmaking Institute and available October 2007 from Skyhorse Publishing:

### **Matchmaking From Fun to Profit**

A Complete Guide to Turning Your Matchmaking Skills into a New Business

**Skyhorse Publishing, Inc.** is an independent general-interest book publisher dedicated to originating interesting, entertaining, informative books that large publishers sometimes ignore. Launched in the fall of 2006 by Tony Lyons, former President and Publisher of the Lyons Press, we published our first books in March of 2007. We publish in the areas of sports (both team and individual), narrative non-fiction, history and military history, nature and conservation, hobbies, rural living, business, and maverick titles in a variety of other niches. Skyhorse books are distributed worldwide by Sterling Publishing Co. Inc. and are available wherever books are sold.