

Make It A

Connecting Individuals Date by Date

*Date*

NEWS RELEASE

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**HISTORICALLY BLACK COLLEGE GRADUATES LAUNCH  
WASHINGTON DC'S PREMIER MATCHMAKING SERVICE**

Washington, D.C. (April 4, 2008) – Longtime friends and sorority sisters Ganesa Robinson and Betty Morrison, both graduates of Fayetteville State University, Fayetteville, NC have launched, *Make It A Date*, the next generation in matchmaking services that connects singles through coordinated dates and singles events.

With the increase of Americans moving each year due to significant life changes such as job promotions, school, divorce or simply to find something new, it is understandable how meeting people is one of the biggest challenges facing 25-45 year olds.

After both of their careers relocated them to the Washington DC area, Robinson and Morrison personally experienced the challenge of finding social events and meeting other professional singles with similar interests. It was this experience that led to the creation of Make It A Date.

According to Ganesa Robinson, co-founder of Make It A Date, "Make It A Date was created to take the leg work out of dating. We both arrived here from different parts of the country and did not know what the norms were for happy hour events or which restaurants and lounges had the clientele that were more like us. We wanted to create a service that would connect professionals who were new to the area or suddenly single to other mature, career-minded singles."

Clients of Make It A Date meet their dates by working with a personal dating coordinator. Coordinators personally match every client according to his or her exact preferences and requirements, and coach clients through each stage of the dating and mating process by providing highly tailored feedback every step of the way. Once a match is selected, the introduction occurs either at lunch, happy hour, or at one of the numerous "Meet N Greet" events around the city. Most matchmaking agencies only provide their members the date, but Make It A Date also provides members post-date feedback.

Betty Morrison, co-founder of Make It A Date, is a firm believer in this concept because she has first-hand experience in meeting someone through a personal introduction from a mutual friend. "I want to introduce people to peers who are like-minded and share common interests and goals. Dating should be a fun, stress-free experience and not a chore," Morrison said. "When you have someone in your corner that is supporting you throughout the dating process, it saves you time and energy by keeping it simple so you can focus on the real task at hand – meeting someone new."

In addition to the personalized matchmaking service, *Make It A Date* will also have an online dating component. This will enable people to chat online and meet people in a neutral and non-threatening way. Members will also be able to read dating tips from the founders, participate in online forums, attend personal development workshops and receive passes to exclusive singles events sponsored by *Make It A Date*.

*Make It A Date* is Washington DC's premier matchmaking service specializing in connecting individuals date by date. To create a free online profile or for more information please visit [www.makeitadate.net](http://www.makeitadate.net).

For more information about *Make It A Date*, the founders, or upcoming events please contact Yolonda Faulkner, publicist, at [yolondafaulkner@comcast.net](mailto:yolondafaulkner@comcast.net) or 571-970-5908.

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