

Frumster Celebrates Its 500th Match

Very few people can say they've been directly involved in bringing 500 people together in marriage. The staff at Frumster.com can. The Internet dating site has made over 250 (virtual) trips to the chuppah, all across the globe, making it the most successful Jewish dating-for-marriage service on the Internet.

Averaging 16 matched members a month, Frumster.com has proven once and for all that there's no stigma to Internet dating.

The website, which has garnered much international press, boasts over 20,000 active worldwide members who are serious about finding their *bashert*.

Rigorous Controls

According to Frumster's director of marketing, Derek Saker, much of Frumster's success can be ascribed to rigorous screening and on-going controls, plus a very personalized, hands-on approach to dating service. All of this combines to ensure that Frumster maintains as genuine a pool of sincere members as possible.

Mr. Saker says that Frumster's uniquely secure and comfortable dating environment empowers singles to take charge of their own dating destiny.

"It started to essentially provide a more secure and modest dating environment with insightful profiles that asked the right questions relevant to observant Jews, and to address the growing singles crisis," he says.

Appropriate Standards

The full-time Orthodox staff ensures appropriate standards by screening all members.

When Frumster first began, members did not have to supply their real names, a courtesy extended to participants because the Frumster staff be-

lieved there might be a reluctance to reveal full identity.

"But as we reached a critical mass, about 8,000 members, we realized our clients would appreciate the extra tier of security," says Mr. Saker.

Now members must supply full names. The Pas-saic-based Frumster team typically conduct telephone interviews with all North American applicants. The access to more information means immediate investigation and action is taken when complaints are received.

Frumster continues to draw sincere singles of all ages and many *hashkafas*.

On a Lark

Rachel and Jonathan Strauss are just two of the singles who used Frumster.com to bring them together.

Rachel, who works in the financial industry, looked long and hard for her *bashert*, but finding the right guy in her hometown of Basel, Switzerland, proved to be difficult. She tried traditional *shadchanim*, and went out with men in Israel, Great Britain and the US. As an alternative, she began using Frumster.com, because she knew this would give her thousands of men to choose from, from all over the world.

Jonathan Strauss, a 28-year-old New Jersey resident, had also become very frustrated with being set up by friends, so he turned to Frumster for another option. A nursing home consultant, he was used to speaking online to people, but nothing ever materialized in the shidduch department.

Then, like a sign from Hashem, Rachel, on a lark, stumbled upon Jonathan's profile, and became his first Frumster date.

Fast Track

Rachel actually discov-

ered Jonathan's profile just a few days before taking one of several trips she had been making to the US to meet guys she met on Frumster. The photo he had recently posted on his profile caught her eye. She already had five dates lined up for her scheduled visit to the states, but decided to include Jonathan as well.

They met "virtually" online on a Monday, and went out for real that Wednesday.

It was a little fast for Jonathan, who had been used to a more laid-back approach to dating.

"You get to know someone; you go out maybe once a week. Rachel had less patience for wasting time. We went out for long dates, sometimes ten hours long," he recalls.

Off to Switzerland

Three days later, he had a plane ticket in his hand, and was heading for Switzerland.

He spent a week in Swit-

zerland taking in the sites with Rachel, and they hit it off right away, proving that true love has no borders. Their first date was on November 1st, and they were engaged three months later.

The two--Frumster Match #175--were married in Ramat Gan, Israel, on the 17th *Iyyar* 5765 (26th of May 2005.)

Both Jonathan and Rachel had tried other Internet dating sites, but came up with slim pickings. According to Jonathan, Frumster was "a much better way to meet people these days." Frumster simply had things to offer that other sites did not.

Though they both knew they could check out each other's references on Frumster, it was an option that they chose to forego.

"I wanted to get to know him myself," says Rachel.

continued on page 24



Prestige Caterers...

**TOTAL CONCEPTS
TOTAL CREATIVITY**

**NEW YORK'S PREMIERE
KOSHER CATERER**

**ANYWHERE YOUR
IMAGINATION GOES
"PRESTIGE" GOES
WITH YOU**

For more information, call: 718-464-8400

www.prestigecaterers.com

Vaad of Queens - Glatt Kosher

Annual Chopstix Holiday Party To Benefit Tomorrow's Children

Teaneck Councilman and co-owner of Chopstix Glatt Kosher Chinese Take-Out, Elie Y. Katz, announced that Chopstix's fifth annual Holiday Party to benefit the Tomorrow's Children Fund of Hackensack University Medical Center, will be held on Wed., Dec. 28, the fourth night of Chanukah, from 6:30 to 9:30pm at the Moose Lodge, 201 West Englewood Ave., in Teaneck.

The cost of admission is an unwrapped gift suitable for Tomorrow's Children's

young patients in treatment.

"Each year, we are able to contribute an increasing amount to brighten the holidays for children who are desperately ill," said Mr. Katz.

Kosher Food

In addition to food from Chopstix, guests will be treated to samplings from Dougie's of Teaneck, Picklelicious, and World of Goodies, all kosher under the supervision of the RCBC.

The party will also feature live music, entertainment (in-

cluding a magician and a visit by Morris Katz, the world's fastest painter), and surprises for the whole family.

The Moose Lodge is also a co-sponsor of the event.

Helping Others

The idea of a holiday party was originally conceived by Chopstix as a way of thanking friends and customers. "But we also thought it would be great to turn it into something that helps others, too," said Uri Herzog, another co-owner of Chopstix.

They chose the Tomorrow's Children's Fund at HUMC because they recognized it as a world-renowned facility treating and offering support to young people with cancer and other serious illnesses and their families.

"It's an incredible feeling to see both the outpouring of support from our customers and friends and the joy from the hospital community. On Dec. 28, the Chopstix family will be cheering the Tomorrow's Children's family. Join us," said Mr. Katz. ☆

500th Match continued from page 23

The online photos also helped.

"I am very relieved it wasn't a blind date," he says, "It made things a lot easier."

Added Bonus

It was an added bonus that, through Frumster, no one else knew they were dating, allow-

ing them to keep it private for as long as they wanted. Members can conduct searches and contact potential matches anonymously through the private and discreet Frumster network.

For Jonathan and Rachel, Frumster's progress over the past years was an added bene-

fit. The site has added more features, making Frumster more interactive, with customer service and help just a mouse click away. Live support is available, along with interactive forums and social events, so that Frumster is by no means an impersonal website.

According to Mr. Saker, the Strauss's match is a perfect example of Frumster's high rate of women initiating email exchanges. Over 53 percent of all Frumster marriages are the result of women initially contacting men, which is unlike most matches set up through family, friends and *shadchans*.

Taking It Seriously

"Everyone we knew was laughing and making

fun when we were going on Frumster," says Mrs. Strauss. "But this is the future of dating. Before, no one believed in it; that you could find your *besheret* on the Internet. But now that we've met, our friends and family have posted their profiles."

Mr. Strauss concurs:

My advice to people going on Frumster is to take it seriously. This is a place where you can meet others looking for a serious relationship. Treat it like it's a place to meet people, where you can chat, ask questions, and go out and meet the person you're going to marry," he says.

Find out for yourself (or someone you love) by visiting <http://www.frumster.com> ☆

SCHOOLS, SHULS & ORGANIZATIONS! WE DELIVER!



Celebrate CHANUKAH with our special treats!

Ask about our famous Menorah Cakes!

BUTTERFLAKE

- Jelly Donuts
- Chanukah Cookies
- Festive Platters
- Breads, Cakes & Pies

DON'T FORGET FRESH BREAD FOR YOUR FAMILY PARTY!

We do Custom Cakes - PUT YOUR FAVORITE PHOTO ON A CAKE!

פרייליכע חנוכה!

www.Butterflake.com

(201) 836-3516

OPEN UNTIL 3PM ON FRIDAYS DURING THE WINTER!

R.C.B.C.
448 Cedar Lane
Teaneck, NJ 07666

Turn your **USED CAR** into a **new mitzvah**

It's fully tax deductible & helps needy Jews of all backgrounds.



FREE TOWING!

SAVE ON YOUR TAXES BY DONATING INSTEAD OF TRADING IN!

UMBRELLA TZEDAKA COLLECTION

For all forms of Jewish Education & Outreach, Orphans, Brides, Russian Immigrants, Campus Activities.

Call Moshe Isenberg: 1(800)37-DONATE