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**MITCH-STUART, INC. CELEBRATES 20<sup>TH</sup> ANNIVERSARY IN FUNDRAISING**

*Pioneer firm in creating risk-free travel packages and experiences has helped raise more than \$1 billion for 10,000+ non-profits*

(Laguna-Niguel CA, April 9th, 2013) Mitch-Stuart Inc., the company that created the genre of utilizing travel packages for non-profit organization fundraising and travel incentives for business, celebrates its 20<sup>th</sup> anniversary this week . The concept of using comprehensive, unique travel experiences to raise money for charitable entities via silent and live auctions has raised more than **\$1 BILLION for more than 10,000 non-profits** since its inception in 1993, according to Stuart Paskow and Michelle Cohen, founders of the company.

“We’re very proud of our accomplishments—and this milestone,” observed Paskow, CEO of Mitch-Stuart, Inc. “Our travel programs have enabled thousands of non-profit organizations to reach their financial goals and support their worthy programs which run the gamut of public good,” he noted. “And we’ve helped hundreds of companies award and honor employees and customers with travel packages.”

“Everyone wins in our business model,” added Cohen, president of the firm, “The organization benefits from the money raised by the auction and donors value the opportunity to do something good and help the community while receiving something of value for themselves.”

The company invented the concept of offering airline miles to contributors of non-profit organizations. For every major donation, the contributor was given a number of redeemable miles. “Our Frequent Funder campaign truly blazed the trail,” related Cohen. “The idea just seemed to, pardon the pun, take-off and capture the public’s fancy—as well as the attention of non-profits and the airlines. “Within a very short period of time, Stuart and I become the official non-profit-mileage consultants to American Airlines. If a charitable organization contacted American about buying miles to raise money or reward contributors, they were asked to contact us, “ she said. “It proved to be a tremendous boost to our credibility and our business.”

Shortly thereafter, other airlines, hotels, entertainment venues and allied travel entities began contacting MitchStuart, Inc. which evolved into the pioneering comprehensive travel package business it is today.

The company’s travel package catalogue includes nearly 300 unique experiences, ranging from Napa Valley Wine Tours to a comprehensive golf extravaganza at old St. Andrews, Scotland—the mecca of the game. “Our 20 years packaging great travel has enabled us to create many incredible and memorable plans,” Paskow observed. “From a ‘Top Gun’ experience flying military aircrafts; to shopping sprees in



New York at Bergdorf Goodman’s, Saks Fifth Avenue and Bloomingdale’s, we’ve been able to create experiences that sometimes even surprise us.”

“We see a bright future in incentive travel, stated Cohen. “Stuart and I love helping non-profits and businesses with a product that makes everyone happy.”

Visit the website at [www.mitchstuart.com](http://www.mitchstuart.com) to see the nearly 300 trips in the catalogue!!

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