

## Matches Made In Misty River

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Looking to meet that special someone? Lover? Mate? With the divorce rate so high these days, it may seem like a daunting task. Don't we all wish that dating was effortless and that Prince or Princess Charming was just waiting around the corner to whisk us away to happiness.

Misty River Introductions can't guarantee a saviour on a white horse or marriage by next year but working with you, the company can guarantee a dating match tailor-made for you by next Thursday.

Operating in Ottawa since 1995, and with operations in Toronto, Montreal and London, Misty River Introductions CEO and founder Linda Miller caters to clients 25 years of age and up. With a spike in online dating web sites, Miller believes that spending hours in front of a computer sifting through profiles can leave someone with a heap of wasted time with no match.

Misty River boasts a great success rate of 75 per cent!

"I think the internet has bred disposability," says Miller. "With Misty River, you have somebody working for you. You're serious about meeting somebody in the real world and I can guarantee you will meet twelve people who you and I both feel are suitable matches."

Traditional match-making, as in face-to-face, requires judgment calls by Miller and her staff. Miller acknowledges that based on someone's current employment situation, life circumstances or dating expectations, there are people who may not be "match-able" at that point in their life. Does this sound harsh? Not really, as Misty River will not promote false hope. "I won't try and match someone if I don't have anyone for them. After all, I don't want people coming back. I want them matched, happy and telling their friends," Miller laughs.

Once a match has been identified by staff, both parties are presented with a photo and profile. If they both agree to meet, the woman decides how contact is made and they're off to the races. An added benefit of having a service facilitating and rooting for your relationship is that you get great tips. Misty River offers ideas on how to navigate through the dating world.

"We try and pull back once they have been set up," says Michael Van Oosten, a long-time Misty River staff who facilitates booking and matches. "You've found someone you wouldn't necessarily have met otherwise – the rest is up to you."

That said, Van Oosten says that it can be hard to let go. A full-time job that revolves around people's relationships, hearts and happiness is not nine to five, nor is it easy to leave at the office.

Misty River Introductions will set you up, find you some potential matches and leave the rest to you.

"There are times when it's similar to your friend being in a new relationship, or it's like you're in it yourself," says Van Oosten. "You see it beginning to end, you're hearing both sides, someone might be more interested



than the other in the match, and of course, someone can always get hurt.” Miller agrees, admitting that some weeks when she knows certain matches aren’t panning out, she can’t sleep at night.

That said, Miller and her staff have a great success rate of 75 per cent, with many marriages and fulfilled customers. For satisfied Misty River client Mark\* who is divorced, active, in his early 60s and running a company, this method of dating is much more suited to him than meeting women at bars, sporting clubs or on the internet. According to Mark, meeting someone organically in Ottawa is easier said than done. “We meet lots of people every day, but how you find a life partner is a different story,” Mark says. “Because of Misty River, I’ve had the chance to meet some really nice women – some that weren’t for me, some I might be lucky to keep as friends and one whose company I’ve been enjoying for a while.”

The bottom line is this, Misty River Introductions will set you up, find you some potential matches and leave the rest to you – but Miller will be there to support you throughout the process. She just might be that saviour, minus the white horse. “If you were unemployed, you wouldn’t sit around waiting for a job. This is the same thing – it’s a part of your life that you go after.