



Mitch-Stuart, Inc. Launches *Perfect Places* Workplace Giving Program that Turns Dream Vacations into Charitable Donations

Laguna Niguel, Calif. - Mitch-Stuart Inc. (MSI), one of the nation's leading providers of travel packages for charitable fundraising, announces the debut of **Perfect Places®**, a workplace fundraising program where businesses offer unique travel packages to employees or customers with a portion of proceeds benefitting charity.

Perfect Places is an innovative cause related marketing program where companies of any size can feature a vast selection of highly discounted and value-packed travel experiences and brand the program with their logos, slogans or artwork. A transactional site, with customized auction storefront and full-featured online auctions, will be available soon on Mitch-Stuart's newly launched website www.mitch-stuart.com. This portion of the site will provide bidding functionality and/or a "buy it now" price with the capability of selling the same travel package unlimited times.

"Perfect Places is a win-win-win for businesses, their employees and especially charities that have been hard-hit with the economic downturn," says Michelle Cohen, Mitch-Stuart, Inc. president. She went on, "Our travel packages offer memorable travel experiences and cover every major destination, interest, activity and budget for both families and couples."

Perfect Places travel options include European or Hawaiian vacations, wine tours, cruises and a variety of unique sports and fantasy trip experiences. Mitch-Stuart offers free concierge service to assist in travel arrangements and black out dates are minimal.

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According to MSI CEO Stuart Paskow, any charitable organization can receive funding through Perfect Places. Auctions or sales can be held in a multitude of venues including on a company's intranet site or at conferences and retreats. The trips can also simply be purchased as incentives or sales rewards.

“With some of the most prestigious and respected partners in the travel and hospitality industry associated with the program including Marriott, Fairmont, Four Seasons and The Ritz-Carlton hotel chains, everyone who takes advantage of the Perfect Place program is guaranteed to travel in style,” adds Paskow.

Mitch-Stuart established the first charitable mileage reward program with American Airlines in 1993. It established its **Destinations of Excellence®** program in 2005 which combines air travel with hotel accommodations to provide no-risk auction packages for charities. The company has since generated over a billion dollars for a variety of charitable causes since 1994.

Mitch-Stuart, Inc. is headquartered in Laguna Niguel, Calif., with offices in Florida and Colorado.

For more information, visit www.mitchstuart.com or call 800-574-9991.

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