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## Mitch-Stuart, Inc. Hits Billion Dollar Fundraising Mark

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Released By *Mitch-Stuart, Inc.*

LAGUNA NIGUEL, CA -- (Marketwire) -- 07/13/10 -- Mitch-Stuart, Inc., the nation's leading provider of travel packages for charitable fundraising, celebrates its sixteenth anniversary this year with a sweet milestone -- it has generated an estimated billion dollars for charitable organizations since 1994. The company's travel packages and services have been used by thousands of organizations including American Red Cross, United Way, Catholic Charities, Los Angeles Philharmonic, Boy Scouts of America and many other social services, arts, education and health organizations.

Company founders Michelle Cohen and Stuart Paskow were successful fundraising professionals in the early 1990s when they created and launched the first nonprofit rewards program for the airline industry, the Frequent Funder Awards Program®. American Airlines was so impressed that it asked the pair to create and administer the very first frequent flyer mileage program for charity in 1994 called American Airlines AAdvantage Fundraising®.

Based upon the rapid and enthusiastic response to that new concept, Mitch-Stuart, Inc. went on to develop other innovative fundraising programs including Destinations of Excellence® in 2005. Destinations of Excellence



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combines airline miles with hotel and resort accommodations helping both the ailing tourism industry and nonprofit organizations which use the trips widely in charitable auctions across the country.

"We feel very fortunate to have created a business model that ultimately benefits so many worthy organizations and causes," says Michelle Cohen, Mitch-Stuart, Inc. president.

For their service, the company received a Freddie Award from the hospitality industry in 2005 for Distinguished Achievement.

Mitch-Stuart, Inc. is currently preparing for the launch of Perfect Places®, a cause related marketing program where businesses offer unique travel packages via auction or as incentives to employees or customers, with a portion of proceeds benefitting charity.

"We've tried to think outside the box to create new programs and unique travel packages for our nonprofit and business customers," says CEO Stuart Paskow. "Our newly developed Perfect Places offers both a new revenue stream for charities and a no-risk employee benefit during hard economic times. It's a win-win-win for everyone and we hope it generates a billion more dollars for charity in the years to come."

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

For more information, visit [www.mitchstuart.com](http://www.mitchstuart.com) or call 800-574-9991.

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