

# New Matchmaking Firm, TRU Match, Launches in Scottsdale

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After 20 years of “matching” models in the Valley, Leslee Alexander Gibbs and Chey Loraine embark on a new venture to “match” singles with TRU love, and to celebrate the launch, they are hosting a FREE Valentine's Singles Search at the W Scottsdale on Sunday, February 13!



## Free Valentine's Singles Search at the W

Just in time for the most romantic day of the year, TRU Match is celebrating its launch with a FREE Valentine's Singles Search at the W Scottsdale on Sunday, February 13 from 10 a.m. to 4 p.m. Area singles, who are more than 21 years of age, are asked to bring:

- a recent photo of themselves
- complete a short application form
- have a quick panel interview with the TRU Match Specialists.

Following the event, singles will be added to the TRU Match singles database (for FREE) and be contacted in the future if one of TRU Match's existing clients is a potential match for them.

## How TRU Match Works

Need help finding Mrs. or Mr. Right? TRU Match has a unique system for helping their clients define what they are searching for and assisting them with developing action plans for their love life. They introduce their clients to exceptional men and women who may be their potential future spouse. In addition, all members complete an orientation process before going out on any dates. This is to help ensure that they have been provided with information and tools necessary for a successful dating.

TRU Match offers a number of Membership packages to suit their clients needs and help their clients accomplish their goal of finding TRU love.

## Read on to find out how TRU Match got started...

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### TRU Match is Born

When Leslee Alexander Gibbs opened her promotional modeling agency, Event-pros, in 1991 she didn't know the path would eventually lead her to helping people find love. A former model herself, she had an innate ability to match the right model personality, talent and intelligence that would best represent that company's brand. This lead her to great success.

She found a parallel to matching talent with corporations as with matching singles. As a hobby, she started helping her friends find love, including one of her clients...

At the time, Chey Loraine was a VP of Marketing/Events for JP Morgan Chase and a client of Event-pros. Loraine loved working with Event-pros as they provided outstanding promotional models who were perfectly matched for her needs. A great friendship and partnership was born from this and Loraine eventually became the Senior Business Manager for Event-pros.

Leslee knew all along that she would be helping Chey find TRU love and she would say to her "you manage my business and I will manage your love life." They both kept their end of the bargains.

Now they have joined forces to bring TRU love to the Valley by launching Scottsdale's newest matchmaking firm, TRU Match. More than a dating service, TRU Match is focused on helping singles find TRU and lasting love.

To learn more about TRU Match or schedule a personal appointment call 480.664.0007, email [info@mytrumatch.com](mailto:info@mytrumatch.com) or visit [www.mytrumatch.com](http://www.mytrumatch.com).