Meet Lyndsie Lou: The Valley Catch

Written by Nadine Toren

Television personality and AZfoothills.com columnist Nadine Toren is scouring the area, finding savvy Valley features, bringing readers "on the scene." Every day she'll introduce you to celebrities, athletes, and give you an inside look into local events and hot spots. She'll touch on topical issues, and keep AZ fans posted on all the big talkers around town.

She's a former "Bachelor" contestant and TV commercial superstar. Meet the Valley's newest catch, Lyndsie Lou, and find out how she's bringing businesses fame and fortune.

She's been doing TV commercials since she was 5 years old. In 2009, she was the spokesperson for the CW6 network, and was featured on a local singles show, *My Dating Place*. She didn't find true love through *that* reality program, so she took a stab at romance on season 16 of *The Bachelor*…but she didn't get the final rose. And now, Lyndsie Anne James is on her own, exciting endeavor: The Valley Catch, a website showcasing Arizona's social scene.

The self-described Switzerland-born goofy, fun-loving fashionista has lived in England, Pakistan, Swaziland (for real), Japan, and of course, the United States. After graduating high school in Japan, she ventured to ASU to experience the birth-place of her mom, Arizona. (However, her mom's AZ upbringing was short-lived because at 18, she traveled the world with The Playboy Club.) Anyway, Lyndsie fell in love with the desert southwest, and after a quick post-college UK stint, she returned to the state we all know and love.

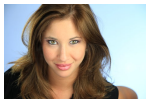
Before launching The Valley Catch, the lady known as Lyndsie Lou looked for love on national television; you might remember this cheeky blond on *The Bachelor* with Ben. Turns out, the TV show brought her no match made in heaven, especially because she says Ben was a little too boring for her eccentric self.

So in 2011, Lyndsie sought something on her own. She really craved a creative outlet to keep her mind busy and schedule full, so she created an online hub showcasing Valley businesses and events. Now, The Valley Catch offers an array of virtual videos featuring local bars, restaurants, and retail shops.

Plus, her Valley Catch project is surely introducing her to many fantastic people…who knows—she just might find love on the streets of AZ. Lyndsie says she's single and ready to mingle—only interested in eligible men with humor, wit, and intelligence. Oh yeah, her potential mate will also have to keep up with her vivacious spirit.

When she's not trotting around town reporting for The Valley Catch, Lyndsie can be found at the bowling alley. Yep, the beautiful young woman loves bowling and other board games like Balderdash and Catchphrase. She also enjoys comedy clubs, hanging out with friends, and traveling.

In the meantime, Lyndsie is determined to make The Valley Catch an online hot-spot for AZ socialites. To check it out, visit www.thevalleycatch.com



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