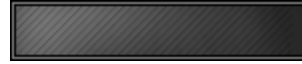


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Press Release

Source: Data Match

## Data Match Reaches 900 Million Matches, Helps School Clubs Raise \$26 Million

Tuesday October 31, 8:00 am ET

### School Fundraising Company's Lifestyle Surveys Are Fun, Profitable Alternative to Pizza, Car Washes and Candy Bars

BRIDGEVILLE, Pa., Oct. 31 /PRNewswire/ -- Data Match ([www.data-match.com](http://www.data-match.com)), a leading school fundraising company, recently reached its 900 millionth match, a milestone that includes helping clubs in more than 6,000 schools nationwide raise more than \$26 million in the last 23 years.

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Using fun, lifestyle surveys that ask students questions such as: 'What do you do when you walk past a mirror?' 'If you were a car, you'd be a ...' and, 'Where do you get your music online?' Data Match combines all the data and provides a personalized printout for each student showing who in their school answered questions most like them. Teachers can also participate, using a special faculty questionnaire. (Click here for sample questionnaires: <http://www.data-match.com/questionnaires.asp>)

"We hear from club advisors over and over again that the day the printouts are released there's an electrified buzz in the schools with everyone anxiously anticipating opening their sealed

printout to see who is on their list," said Alan Bandell, CEO of Data Match.

#### New Promotional Tools for Clubs

The company just released new product and promotional tools to help clubs increase their school fundraising profits. The new tools were designed with the input of student focus groups, reflecting the interests and activities of today's youth. They include drawings for free iPods® and \$50 gift certificates to national retailers such as Abercrombie and Fitch and Best Buy for students purchasing personalized match printouts. The program requires no up front investment for clubs and up to 300% profit.

Data Match is widely respected for its products and approach which are in use in more than 6,000 middle schools and high schools in the U.S., as well as schools in Germany, France and China. In addition, clubs in 250 colleges and universities, spanning the Ivy League, to religious institutions to state schools, regularly turn to Data Match to help them raise money for class trips, uniforms and special events.

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