



Where Have You Been SephardicLink?

Haven't heard anything about SephardicLink recently? Wondering why you haven't seen photos of new couples splashed on the cover of IMAGE Magazine lately? Did you think they went out of business? How many couples have they matched?

While it may seem that our community's dating website fell under the radar lately, it's because that was the plan. While the younger generation (18 to 25 year olds) embraces the notion of matchmaking as the wave of the future, too many of our community singles who still attach a stigma to it were hesitant to join for "fear of having their photos publicly displayed," or "having to admit they met through a website." So, as a service to these singles, the Link slowly and humbly took themselves out of the limelight and the plan worked.

Behind the scenes, the Link is going stronger than ever with 45 couples married through the efforts

of their agents, beezrat Hashem. Of the 45 couples, only 20 outwardly admit they met through the site. But that's ok; SephardicLink's aim is to coach and guide our singles and help them find their happiness. There is no need to advertise the site's involvement if the couple is gun-shy about it.

Everywhere you turn these days, someone has been positively affected by the Link, which, albeit silently, is a part of a few weddings and hundreds of dates each and every month. In fact, with their 48 volunteer agents, with 20 more currently being trained, they are thriving. With access to about 90% of the singles in our community ages 18 to 91, who have either joined the site or work with them off-site, they are exactly where they should be.

To many, success is about the number of marriages made. However, the Link has become much more than a matching site, offering direction, conversation and dating skills, advice, or a boost of

confidence when needed, all in an effort to get singles prepared to meet the right person for them.

The Link has also silently been involved with various events and get-togethers over the past few years—whatever it takes to keep our singles meeting and happy! So, singles no longer need to hesitate to reach out, and can be confident in the knowledge that the Link has taken their already full discretion policy to the next degree.

One cannot appreciate the efforts of the Link without acknowledging the pulse behind this organization—the agents (matchmakers) who volunteer their time selflessly in an effort to bring happiness to their clients who have become like children and friends to them. Here's what a few of the agents have to say:

"Matchmaking has both thrilled and humbled me. The joy of seeing two people that I matched in love

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with each other is completely satisfying. On the other hand, I feel the frustration of those who haven't yet met their matches. Then I realize that matches are made in heaven, and matchmakers are simply G-d's messengers. All we can do is try our best and pray that each and every person will be blessed with their soul mate"

*Eileen Escava,
Agent to singles over 40*

"The bond between the agents and their clients is incredible. Although I might not always have the right match for a client, they are forever on my mind. I pray for them as if they are my own children."

Allegra Ashkenazie, Agent

"I always thought I knew everyone until I got involved with the Link. Now I see there are thousands of people that we don't know and never would have had access to otherwise. I often find myself saying, "Wow, I didn't know Liz had a brother..."

"The Link's enormous database gives us a better opportunity to help match the singles who come to us."

Melanie Kishk, Agent

"For some reason this generation does not approach dating as they did years ago, when girls began dating the moment they turned 16, and when "going out on a date" was still in fashion. Today young men and women go out in groups, or hang out instead of date, and parties are so crowded that it's practically impossible to meet someone. Times have changed, and so must the methods in which our singles meet. Just think of the Link as one of those methods!"

*Kelly Yedid,
Executive Director, SephardicLink*

"As one of the founders of the Link, I would like to take this opportunity to personally thank the matchmakers, Rabbi Mansour and all of those who give of themselves to this vital organization. I've been told by many of our couples that they owe the Link their life, so singles, now that we are matching "offsite" as well, there should be nothing holding you back from speaking to one of our agents!"

*Charles Mizrahi,
Founder, SephardicLink*

Now more than ever, people should be reaching out for the guidance and assistance of their parents, rabbis, matchmakers, and/or SephardicLink. Umshulla everyone should find their happiness regardless of which path they take to find it!□