

# The Gazette

## January brings brisk business to dating industry

### Holiday Heartache

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With all the stress that goes hand in hand with the holidays, it's not surprising the "festive" season is rife with breakups and heartache.

"It's just human nature," says Linda Miller, owner of **Misty River Introductions**, a traditional matchmaking service that caters to Quebec, Ontario and upper New York state singles.

"Around the holidays, people have expectations they put on their partners," and that includes the stress of coping with your partner's family, says Miller, who's been running the service for 14 years.

"If your relationships are not strong to begin with, they aren't going to work out," she says. "The big thing about relationships is if people love you enough, they're willing to put up with your baggage. Part of that baggage is your family, maybe your children, people you like to spend time with." Miller says thanks to holiday breakups, there's always a surge in business in January.

How soon should holiday breakup survivors wait before moving on? "It depends," she says. "I think you have to be free of negative feelings." Miller's service can cost as much as \$1,200 for 12 face-to-face dates (there's no charge for phone calls or seeing photos of prospective dates), but Miller says she does a lot of screening.

When Miller senses heartbreak in potential customers, she tells people: "It's not money well spent, it won't be worth it if you're not ready." "We've married off thousands of people." January is always a big month for Speed Dating Montréal, says founder Philippe Parent.

"I wouldn't say it's breakups, but it's resolutions," says Parent, whose company has been operating for six years. "People make it their New Year's resolution to have a boyfriend (or girlfriend)." Speed dating costs \$25 per session and Parent says it boasts a 40-per-cent success rate.

"The people attending speed dating events are looking for a relationship," he says.

"I think that the initial spark is the most important factor in dating. I think you have more success out there by meeting people." Misty River Introductions: 514-879-0573, [www.mistyriver intros.com](http://www.mistyriverintros.com) Speed Dating Montréal: 514-999-2000, [www.speed datingmontreal.com](http://www.speed datingmontreal.com)