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## PRESS RELEASES

### Frequent Flier Programs Are Back



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PRNewswire

Published: Thursday, 30 May 2013 | 12:16 PM ET

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LAGUNA NIGUEL, Calif., May 30, 2013 /PRNewswire/ -- Frequent Flier miles were so hot a decade ago. Everyone seemed to be collecting them via airlines, credit cards, gas and food purchases — you name it. But often familiarity breeds contempt — or at least complacency — and the miles craze seemed to ebb ... until now that is.

"With airfares continuing to rise unabated, airlines merging and melding, fewer flights but with packed cabins due to fewer available seats — the time is ripe for the renaissance of collecting and amassing airline miles," observed Michelle Cohen, whose company Mitch-Stuart, Inc. has delivered more than 1.5 billion miles to travelers over the past 20 years. "In our opinion, miles are back!"

"We absolutely saw a lull in consumer interest in mileage programs," noted Stuart Paskow, CEO of Mitch-Stuart, the nation's largest provider of airline miles collected through philanthropic giving — "but I think, due to the circumstances, we're starting to see a new renewed interest."

Their company — which through the years represented most of the largest carriers, including American Airlines and Delta Air Lines, the proverbial hosts of making miles available to non-profit organizations —was the pioneer in the field. Their "Frequent Funder" concept which they created 20+ years ago morphed into Mitch-Stuart, Inc., becoming the official non-profit consultant to American Airlines. "Any non-profit entity interested in providing miles to contributors was told to speak with us first," Cohen observed. "It was a tremendous opportunity for everyone involved," she said. "It definitely gave Stuart and me the credentials and legitimacy in understanding and implementing non-profit mileage campaigns."

They are not alone in their assessment of the potential increased consumer interest in airline mileage programs. According to Randy Peterson of Inside Flyer Magazine, the definitive resource for everything having to do with airline miles programs, "We're starting to see a new vigor—a new consumer energy – in collecting mileage." He related, "It seems all the right factors are converging at the right time for renewed consumer awareness in the benefits of frequent flier programs."

For Mitch-Stuart, Inc, they're very excited at the prospects. "We've changed our

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business model to focus much more on offering non-profits unique travel packages for fundraising via silent and live auctions," said Paskow. "And it's been a very successful transition for us. But — that said — we'll be more than happy to work with the non-profit world in creating mileage programs as well."

Among its myriad of industry credentials, Mitch-Stuart, Inc. has been the recipient of the Freddie Award for Distinguished Achievement – the most prestigious honor in the travel industry. Named in honor of the legendary aviation magnate Sir Freddie Laker, the awards are presented annually to those in the travel industry offering the best and most successful marketing programs.

#### About Mitch-Stuart, Inc.

Mitch-Stuart, Inc. specializes in creating unique travel programs and experiences that assist nonprofit organizations in attracting new donors and engaging their existing supporters as well as achieving their fundraising goals. The company also provides travel incentives for businesses to engage and retain customers, boost employee performance, and grow sales and profits. To date, over one billion dollars has been raised for over 10,000 charities.

For more information please visit <http://www.mitchstuart.com/>, like us on [Facebook](#) , or follow us on [Twitter](#) or [LinkedIn](#) .

For Further Information Contact  
 Lauren Silverman 212-367-9745  
[Lauren@crenshawcomm.com](mailto:Lauren@crenshawcomm.com)

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