

Contact: Jacqueline P. Piper
Tele: 702-203-1730
E-mail: jacquelineppiper@exposureoriginals.com

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*The Forgotten Accommodation
Fulfilling the Unfulfilled*

DALLAS, Texas (April 18, 2011) – We live in a very accommodating society, a society of luxuries and quick-service. Our material needs can usually be met within a short drive or a click of the mouse. But how are our internal, or emotional, needs being serviced? You can have all the tangible objects you can buy, but you can't buy things like genuine friendships, happiness, and fulfillment. Would you know where to go if you were lonely? It's not as easy to fulfill internal needs in our materialistic society. A new women's social club, Girlfriends Meet | Up, is launching nationwide to help fill this void, this "forgotten accommodation."

Material accommodations do a good job creating external comfort and momentary satisfaction but don't do much for you internally, at least not in the long run. Friendships, however, can inspire, empower, and enrich lives. Jacqueline Piper, founder and CEO of Girlfriends Meet | Up, believes in the positive effects genuine friendships can have on women. She feels that women would do more in life and experience the joys of living more if they had genuine friends to go out with. Ralph Waldo Emerson said, "*The essence of friendships is entireness, a total magnanimity and trust. It must not surmise or provide for infirmity. It treats its objects as a god, that it may deify both.*" To have true friendships is to be whole and thrive.

Everyone knows somebody who needs more friends. Sure it may be easy for some to chat with people at coffee shops and work meetings, but what about sincere, meaningful friendships – how do you get those? Where do you start? Girlfriends Meet | Up plans on being the solution to this dilemma. With its launch of its new social media website, "The Pathway to Friendship," in June women all over the country will have the chance at finding friends, without all the added solicitation. Women will be able to connect with other like-minded club members online, 24 hours a day, for the purpose of building genuine friendships. Its purpose is to enhance the lives of women nationwide through friendship-building.

For the woman who moved to a new city and left her friends behind, the busy stay-at-home mom, the overworked businesswoman, and the wallflower – there is an answer for you. No one should do life alone. Whether it's working out, traveling, having lunch, or shopping you can find someone to share it with. Piper says, "Every woman deserves a little 'me' time: A day at the spa, a girlfriends' movie day, or a night out on the town." A pathway to finding true friends is, like buying a white alpaca floor length coat, now only a click away.

Girlfriends Meet | Up originated in Las Vegas, Nevada in 2008 as an alternative to the Las Vegas nightclub scene. For more information, visit http://www.girlfriendsmeetup.com/gmu_media.shtml

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To schedule an interview with Jacqueline, please call 702-203-1730 or e-mail: media@girlfriendsmeetup.com.