



News Release



EDGEWATER NATIVE BRINGS RELATIONSHIP FIRM HOME

ALWAYS AYELET RELOCATES UCI™ GLOBAL HEADQUARTERS to her BELOVED EDGEWATER

Edgewater, NJ--- Elected County Committee Municipal Chairman and Council candidate Always Ayelet says she is thrilled to have re-located the global headquarters of her prestigious relationship firm, Universal Connections, Inc.®, to her beloved Edgewater.

"I Love Edgewater! It's my home town, and I am rooted here, heart and soul, for over 30 years," she says. "Wherever I've been and wherever I go, Edgewater remains my home, and it's only natural that I base The Source for Love Centered Life® right where my heart is."

A diehard entrepreneur, Ayelet single-handedly founded her firm which is known as UCI™. As CEO, she plans to expand nationally and internationally, promoting her firm's mission of balancing life with love.® "Love is the foundation of life," she says, "without which we merely exist."

A unique and exclusive relationship firm, UCI™ focuses on truth in love. According to the U.S. Census Bureau, in the U.S. alone, the growing singles population now stands at 110 million, and statistics show that less than 2 percent of couples have what Ayelet refers to as a TRUE Connection™, a lasting *truly* loving relationship.

UCI™ provides value and convenience in a personalized comprehensive solution for a select clientele. Its clients mostly range in age from 25-65 and, as a group, they are well educated, very successful professionals, including attorneys, physicians, investment bankers, financial analysts, entrepreneurs, executives, business owners, educators and high-profile celebrities who live predominantly in Northern New Jersey and Manhattan.

"Our clients run the gamut," Ayelet explains, "but mostly they are really busy, very successful, and they simply choose to outsource their personal lives to us. When you're serious about having someone special in your life and you're not into the bar scene or playing 'guess who' games on the internet, looking for love is a full-time job; our clients know that we're the best and we've been doing it for years, so they trust us to do all the work for them."

UCI™ functions as a social recruiter and agent representing members to one another in a dignified and discreet manner. The firm actively identifies and hand-selects pre-screened and pre-qualified matches for its clients, and then efficiently arranges a low-pressure introduction at a time and place that's convenient for them. The staff takes care of all the arrangements so there's no phone-tagging and emailing back and forth and the busy couple simply needs to show up, actually meet in person, and have fun! After each introduction, clients are required to call the firm with feedback.

"We can't wait to hear what happens," she says, "and it really makes our day when we get it right."

Ayelet reports a success rate of 95%, defined as both parties expressing interest to see each other again. Occasionally a match is good, but something just isn't quite right, so UCI™ uses the feedback to fine-tune the search and help in selecting the next introduction.

"It's a process, but it's a blast because we work with really terrific people and you know you're going to meet someone interesting that otherwise you would not have met," says Ayelet.

Uniquely, UCI™ also provides the value added benefit of coaching sessions and astrological reports to help its clients along their path. According to Ayelet's philosophy, integrity is the single most important element preceding all others necessary in developing a True Connection™. She advises that integrity entails knowing yourself inside-out and being true to yourself despite the challenges.

"The other required elements of respect, trust, affection, and communication are meaningless without a strong sense of self," Ayelet proclaims. "Only two whole people can create a true connection; love is not the mythical 'completion' of the other; it is enhancing and supporting one another, sharing with each other two distinct lives, and accepting one another for good and ill."

"Love is understanding," she says, "and we cannot understand what we do not know."

A professional astrologer herself, Ayelet utilizes the ancient science of astrology as a tool to help heighten self-awareness for her firm's clients.

"Astrology is a language of energies and it is proven to be the fastest most accurate and effective way to know yourself," she explains.

Awareness and consciousness empower clients to choose partners who are emotionally appropriate for them, so they can then make a conscious choice to climb in love rather than opting for the subconscious inclination to fall in love and, eventually, get hurt.

UCI™ Associates work by appointment only, and the free initial interview is for a full hour. The firm won't accept a client unless there is already a potential match. Its 13 services range in price from \$50 to \$2250, depending on the length and options. Most of UCI™'s single clients are attracted through word of mouth and referrals, but UCI™ also works with couples and individuals looking to enhance their lives and their relationships.

This growth transition is just the first of many for UCI™ and Ayelet. She expects to open her Manhattan location before the year is out.

"Everything worthwhile takes time," she says, "and there are so many little details to overcome along the way; but with a solid plan, focus, tenacity, and most-importantly, faith in myself and in my project, I always prevail and succeed in achieving each of my goals." ♥