



THE pop culture wire
for media professionals

Wireless Flash

The Pop Culture Wire

Monday, February 5, 2007



Moguls And Models Cash In At Speed-Dating Experiment

NEW YORK (Wireless Flash) – Conventional wisdom has it that beautiful women want rich men and wealthy guys desire beautiful women.

Now, a speed dating “experiment” scheduled for Wednesday (Feb. 7) plans to put that idea under the microscope.

The event is taking place at **Bruno Jamais Restaurant Club in New York** and will introduce 40-or-so models to an identical number of moguls.

The idea is the brainchild of Jeremy Abelson, who runs Pocket Change, a “high end” newsletter. He says it’s natural for beautiful women to want financial security and rich guys to want “hot chicks.”

As he puts it, “Women don’t ask their friends, ‘What does he do for a living?’ because they’re interested in a man’s personality, and guys don’t ask, ‘Is she hot?’ because they’re concerned with character.”

Abelson says handpicking the “models” and “moguls” beforehand “takes out the guesswork” for all involved.

But there are still some questions that need to be answered. A pair of gorgeous twin sisters are signed up and Abelson says they haven’t decided whether they or not they want to go out with just one guy.

[visit www.kmpr.com](http://www.kmpr.com)