

# High School Party Promoter Turns His Passion Into a Multimillion-Dollar Enterprise

Jacob Maslow December 23, 2018



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([Newswire.net](http://newswire.net) -- December 22, 2018) -- Every high-school has one. Along with the prom king, drama queen and class clown, there is an unsung hero. You won't see his name on a plaque, and he won't feature in the school yearbook. However, this guy is responsible for drunkenness, debauchery and a handful of teenage pregnancies. No, I'm not talking about the basketball coach, I'm talking about the high school party organizer. High-school student Andrew Rudnick assumed the role of party organizer. If someone's parents were going away for the weekend, Rudnick would show up at their house with a lighting rig, a DJ, a keg and a mob of badly-behaved teenagers. Rudnick's parties were wild, debauched affairs where high-school students would drink, dance, throw up and hook up. Some of Rudnick's parties went on for days at a time and would probably still be going on now if the police hadn't busted them.

Party organising doesn't come without its risks. Rudnick received numerous detentions for guerrilla marketing tactics which often involved hijacking the school's newspaper or intercom. On one occasion the whole school was evacuated after Rudnick set off the fire alarm, his teachers and classmates ran outside only to find it raining party flyers. However, why go to all this effort and risk just for a party? Rudnick, never one to be motivated by fame or kudos or money had one purpose for organising these parties. He wanted to meet the girl of his dreams. Still, after setting up some of the most decadent high-school parties Boston had ever witnessed, love continued to elude him. Remarkably Rudnick lead a double life as a straight-A student with a keen interest in maths and business studies. When he wasn't organising lavish parties, he was studying and planning his future career. He also excelled in sports, playing quarterback in the high-school football team and winning his fair share of track and field events. However, the double life took its toll on the young Rudnick and the outlandish parties, and publicity stunts threatened his future. Fortunately, he found redemption and his future career path in his Jewish faith. Upon graduation, he embarked on a year's voluntary service in the Israeli army. He returned to the United States a changed man but craved the fun and excitement of throwing parties. He was also still searching for the love of his life. So, he went back to organising parties. This time though the parties were singles events for young Jewish people. The Matzo ball took off with more vigour than a Tesla in a lightning storm and today is a right of passage for young Jewish professionals across the globe. Eventually, ten years after founding the event he met the lady who would become his wife whilst mingling at one of his own singles nights. Today Rudnick and his wife live in Florida with their three children and pet dog. On Christmas eve 2018, the Matzo Ball will take place in premiere nightclubs across the globe.

Source: <http://newswire.net/newsroom/pr/00106644-high-school-party-promoter-turns-his-passion-into-a-multimillion-dollar-enterprise.html>