

Media Contact: Jean Mann, Director of Client Relations
jean.mann@schoolchoiceintl.com
(914) 328-3000

SCHOOL CHOICE INTERNATIONAL SUPPORTS EDUCATION CHARITY TO
IMPROVE THE EDUCATION OF AFRICAN CHILDREN

Donating Portion Revenues to Fund to a Global Pen Pal Program for Students

WHITE PLAINS, N.Y. – April 29, 2011 – In accordance with their global education mission, [School Choice International](http://www.schoolchoiceintl.com), a worldwide educational consulting service specializing in placement in private, public and international schools, today announced their support of School-to-School International, a non-profit organization dedicated to transforming education and school health in developing countries. School Choice International has committed to donating a portion of their revenues to the non-profit in support of their global pen pal program.

For every invoice School Choice International sends out, five dollars will be donated to the non-profit, and clients will be notified through the billing that a portion of their fees will be donated to the organization.

“School-to-School International’s mission really hit home with us,” said Elizabeth Perelstein, Founder and President of School Choice International. “We believe that every child has the right to a proper education, and we’re excited to help School-to-School’s initiative through funding the pen pal program.”

School-to-School International’s Pen Pal Program has supported 30 partner elementary schools in Guinea, West Africa, and is one component of their comprehensive package of support to primary schools in this region. The relationships fostered by this program help to bridge cultural, ethnic, religious, and geographic differences to build cross-cultural friendships and promote global citizenship. School Choice International’s financial support will be used to help expand the program.

“The world is increasingly becoming a global marketplace,” said Ms. Perelstein. “The pen pal program will connect students from different counties, where not only can they learn from each other, but also support each other in their academic endeavors.”

Ms. Perelstein’s experience with visiting many schools in developing countries, particularly those schools trying to educate students without electricity and basic resources, is a driving factor in her partnership with School-to-School. Her last trip to Cambodia really hit home when she saw how very poor the country was, and there was a plaque on the wall for a ‘major donor’ who contributed only \$90. After these experiences, Ms. Perelstein felt compelled to help children experience and learn something they may not otherwise know by seeing how their counterparts in other countries live.

“School-to-School International has recently formed a partnership with School Choice International that will support us in our efforts to expand the pen pal program in the 2011-2012 school year,” said Wendy Dougherty, Director of External Relations. “We look forward to collaborating with School Choice International on this program.”

The School Choice International initiative to help School-to-School International begins on May 1, 2011.

About School Choice International

School Choice International, headquartered in White Plains, N.Y., is the leading global educational consulting service specializing in school placement services in private, public and international schools, from nursery through college. The company was founded by educator Elizabeth Perelstein, one of *Fortune* magazine’s “2010 Most Powerful Women Entrepreneurs.” With more than 100 experienced consultants in 50 locations globally, School Choice International works with families, schools and employers, including Fortune 100 and Fortune 500 companies, to help find the right schools for children. An industry leader in bringing needed initiatives into the education arena, School Choice International founded the British International School; Global Education Explorer, the only Web-based resource for families to compare education across the globe; and Golden Pathways, a service that assists families in China who seek to educate their children in America. School Choice International also conducts research projects and policy analysis for corporations, schools and governments seeking strategic policy decisions or implementations. Visit them at: www.schoolchoiceintl.com, www.schoolchoiceny.com, or www.globaleducationexplorer.com.

About School-To-School International

School-to-School International (STS), headquartered in Montara, Calif., is a non-profit organization founded in 2002 whose mission is to transform education and school health in developing countries so that every child can succeed in school. STS aims to address the learning needs of children through an eight-point model of support that includes: early childhood education, instruction using local languages, child health and nutrition, parental involvement, active teaching and learning in the classroom, better school management, equity (strengthening education for girls and children with special needs), and broadening the knowledge base of teachers and students through pen-pal exchanges. The organization is a tax-exempt, nonprofit 501 (c) (3) organization registered in the State of California. For more information, visit: <http://www.sts-international.org>

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