



balancing work with child & eldercare commitments

A WORLD OF CHOICE

School Choice
International



For Immediate Release

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Introducing the first global solution for employee family issues from childcare through eldercare

(London, 1st September 2009) Corporate relocating families will now have access to a full continuum of work/life services, from preschool and backup childcare, school age through to eldercare with one single point of contact. School Choice International, the premier global educational consulting firm, announces its strategic alliance with My Family Care, the United Kingdom's leading specialist provider of family friendly benefits and backup care, to support employee family needs throughout the entire spectrum of ages in the US and UK.

In today's world there is no simple choice between work and family. With more dual career couples, more employees have care commitments, and supportive family services are critical to a company's bottom line. If employers want to ensure a productive staff – to recruit, retain, engage them and address absenteeism head on – they need to help employees balance childcare, children's schooling and elder care needs along with their work responsibilities.

For relocating employees, moving with a family is among life's major stresses: the demands of a new job, a new country and a new culture all add up. Finding the best school for children and sorting out childcare and eldercare arrangements that allow for a successful combination of work/life often top the list of priorities for these families. Family issues impact profoundly on the corporate bottom line. This strategic business alignment between School Choice International and My Family Care will provide employers with an efficient and cost-effective solution to all these needs, from backup care to ongoing care: a single point of contact to support all employee caregiver needs whatever the age of their dependents and children, enabling employees to turn their full attention to work.

If family care issues arise out of employee relocation then consider these relocation facts (GMAC Global Relocation Trends 2008): the average cost of employee relocation is up to four times an individual's base salary. 53% of assignees have children and many bring their dependent parents. Family issues rank among the most critical challenges to a relocation, and 90% of assignees that turn down an assignment cite family circumstances. This unique partnership will enable employees and corporations to have a single best in class resource for all family work/life issues. Services will include infant care, emergency childcare, childcare options, schooling and educational services as well as eldercare options and emergency elder services,

For more information on the business alignment or to inquire about services please contact, in the US Jean Mann at jean.mann@schoolchoiceintl.com, or in the UK Angela Stalker at a.stalker@myfamilycare.co.uk

About School Choice International:

For over a decade, School Choice International has delivered peace of mind to corporations and the families they move. With a team of 90 experienced consultants, including 9 special educators, in 50 locations globally, School Choice assists families relocating or repatriating anywhere in the world, select the best schools for their children. Global Education Explorer™, the only web tool of education across the globe, was created to make this research readily available to the global mobility community. School Choice International works with expatriate families seeking local and international schools, public and independent, nursery through high school, and conducts research and policy analysis for corporations or governments seeking to make strategic decisions before embarking on international or domestic moves. School Choice is a WBENC-Certified Women's Business Enterprise.

About My Family Care

My Family Care provides solutions that allow employees to manage their family care responsibilities with their work commitments. Services include the UK's only complete backup care service; comprehensive childcare and adult dependent relocation and maternity support; and childcare vouchers. The company was named the 2007 Daily Telegraph's CCP Trailblazers Young Company of the Year and Microsoft's People Moving Business winner in 2008. Clients include IBM, P&G, Merrill Lynch, KPMG, Shell and Barclays Capital.