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For Immediate Release



**SCHOOL CHOICE INTERNATIONAL LAUNCHES
PRIVATE CLIENT SERVICES DIVISION FOR U.S.**

*School Choice of Greater New York is Company's First
Regional, Domestic Consulting Service for Families*

WHITE PLAINS, NY –November 04, 2010 — [School Choice International](#), the worldwide educational consulting service specializing in private, public and international school placement services, has announced the establishment of its Private Client Services. [Private Client Services](#), which is being launched initially in the Greater New York City area, will counsel families on school placement for children from pre-school through high school. Clients will benefit from the expertise, experience and relationships that School Choice has developed in more than 12 years of working with global companies by helping their relocating employees' achieve successful school placement for their children from pre-school through high school. School Choice International is the leader in educational assistance in the corporate relocation market and is well known for bringing key initiatives into the educational arena.

School Choice Private Client Services will assist families with school search, admissions counseling and placement in private, parochial and public schools. The group also provides expert counseling for families with special needs children including gifted and talented as well as children with learning disabilities.

“For more than ten years, School Choice has helped Americans abroad to find the right schools for their children, we are pleased to expand our services to provide assistance to parents in America,” said Elizabeth Perelstein, Founder and President of School Choice International. “We know that parents everywhere want to get the best education possible for their child and we can help them find that.”

School Choice of Greater New York is based in the company's headquarters in Westchester. Consultants are located throughout the greater New York City region including, Westchester, New Jersey and Connecticut. In addition, the company has consultants in 50 locations worldwide, who primarily work with American families that relocate internationally. Through its recently introduced Golden Pathways

program in China, School Choice International counsels international families who want to educate their children in America.

The company was founded by seasoned educator, Elizabeth Perelstein, on the concept that every child deserves to be placed in a school that's best for them- wherever they are in the world. She founded School while an expatriate in London to help families that were relocating or repatriating internationally or domestically choose the right schools for their children. Since then, School Choice has become a leader in bringing needed initiatives into the market including co-founding the British International School, developing Global Education Explorer, the only Web-based resource for families to understand and compare education across the globe.

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.

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