

## For Immediate Release

**Media Contact:**

Jean Mann

914-328-3000

Jean.Mann@schoolchoiceintl.com

### **The School Choice Group announces launch of School Choice International Hong Kong Ltd.**

*Asia regional hub to serve inbound and outbound corporate assignees as well as local families seeking  
boarding school placement abroad*

**(White Plains, NY - June 26, 2012)** In response to the growing demand for school admission and placement assistance in Asia, particularly in Hong Kong, School Choice International, the leading global educational consultancy, is pleased to announce the opening of its newest regional office in Hong Kong. Hong Kong has long been a major market for SCI, and this new venture will enable School Choice International to bring its comprehensive suite of services closer to employers and families facing the competitive education market there and in the region.

“With this office we substantially increase our ability to help our clients where and when needed, and offer a global reach that none of our competitors can match,” said Timothy Dwyer, President and CEO of The School Choice Group.

“I started this business in 1998 in my living room in London, and am so proud to see the continued amazing response to and desire for high quality specialized education services,” added Elizabeth Perelstein, Chair and Founder of The School Choice Group.

School Choice Hong Kong Limited will be led by senior staff experts Valerie Koo, Asia Pacific Regional Manager, and consultant Liesbeth Briers.

Since its founding, School Choice International has expanded around the world and now boasts 100 consultants in over 50 locations, with expertise in assisting families in transition from one curriculum to another. Nine qualified special educators support internationally mobile families seeking educational options for children with special needs.

School Choice International, and its private client division, School Search Solutions, provides services both to multi-national corporations and families. Offerings range from an overview of local schooling options to a full placement service where families are led through the application process and accompanied to school visits if desired. For major corporations, SCI provides guidance in the development of global education policies.

Through the Hong Kong office, the School Choice team will offer its expertise in identifying the right school for children of corporate employees relocating to Hong Kong and all of Asia. In addition, School Choice Hong Kong will serve families from the region seeking boarding schools abroad.

For more information on School Choice International (Hong Kong) Limited, please see [www.schoolchoiceintl.com](http://www.schoolchoiceintl.com), email [info@schoolchoiceintl.com](mailto:info@schoolchoiceintl.com) or call (U.S) 1-866-881-5959, (Asia) +852-9307-7679.

### **About The School Choice Group**

The School Choice Group, through its two divisions, School Choice International and School Search Solutions, is the premiere global educational consulting service, specializing in school placement counseling for private, public, and international schools, from preschool through college. With more than 100 experienced consultants in 50 locations globally, The School Choice Group works with families, school, and employers, including Fortune 100 and Fortune 500 companies, to help find the right schools for children, anywhere in the world.

An industry leader in thought leadership, The School Choice Group founder and chair, Elizabeth Perelstein, co-founded the British International School of New York. Additionally, through School Choice International, Perelstein created Global Education Explorer, the only Web-based resource for families seeking to compare education across the globe. School Choice International also conducts on-site training for group moves and research and policy analysis for corporations, schools and governments setting or re-evaluating education policy. Perelstein is one of ten to receive Fortune Magazine's Most Powerful Women Entrepreneur awards. In 2011, School Choice International was placed on Inc.'s 500/5000 list of fastest growing companies. In 2012, Ms. Perelstein received an Enterprising Women of the Year Award. For more information, visit: [www.schoolchoiceintl.com](http://www.schoolchoiceintl.com)