



For Immediate Release

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The School Choice Group celebrates 15 years as the leading global education consultancy

**Helping thousands of families anywhere in the world select the right schools for their children,
The School Choice Group achieves record growth and celebrates an anniversary milestone**

(White Plains, NY- May 1, 2013) [The School Choice Group](#) (SCG), the leading global education consultancy, headquartered in White Plains, New York, is proudly celebrating its 15th anniversary this spring with events in London, Hong Kong, and New York. They have much to celebrate. Founded in London in 1998, by Elizabeth Perelstein after her own family's move there from the United States, the company now has more than 125 consultants in 50 locations worldwide, with offices in New York, Hong Kong, and Washington DC.

"I started this business in 1998 in my living room in London, and am so proud to see the amazing response to and desire for our services" said Elizabeth Perelstein, Founder and Chair of the School Choice Group.

Under the umbrella of The School Choice Group, School Choice International and its private client division, School Search Solutions, provide consulting and web-based services to global companies as well as individual families. Their services include consulting for domestic or international school admissions and placements, special needs education, gifted student education, educational related research and corporate schooling policy benchmarking and development. All SCG clients benefit from education experts who are backed by a wealth of resources, expertise, research and quality control that individual educational consultants cannot provide.

"I am delighted that we are able to help our clients meet the education challenges of increasing globalization and competition around the world" said Timothy Dwyer, President and CEO of The School Choice Group

The SCG has a unique philosophy regarding school placement. They start with the child and believe the right school can foster each child's unique abilities to succeed for their next phase. Their expert education consultants are trained to look beyond the superficial aspects of a school - its impressive

campus, the brand-new gym, or its popularity - and instead strive to understand a school's culture, atmosphere, values, and educational environment.

In addition to consultant based services, The School Choice Group originated the only web based resource for families and corporations to compare and understand education around the world, [Global Education Explorer](#), as well as the first school-child matching tool, [LEAP](#), currently being piloted for the New York City market.

School Choice International and School Search Solutions have won many education, industry and business awards. School Choice International has been on Inc's 500/5000 list of fastest growing companies and Liz Perelstein was named one of 10 Most Powerful Women Entrepreneurs by Fortune Magazine. School Choice will commemorate this anniversary at its annual employee retreat in Westchester, New York on May 9th and 10th. Members of its global team come from all over the world, including Europe and Asia, to network with their colleagues, learn, and celebrate.

About The School Choice Group

The School Choice Group, is the premiere global educational consulting service, specializing in school placement for private, public, specialized and international schools, from preschool through college. With over 120 experienced consultants in 50 locations globally, the SCG works with families, schools, and major employers, to help find the right schools for children, anywhere in the world.

An industry leader, The School Choice Group Founder and Chair, Elizabeth Perelstein, co-founded the British International School of New York. School Choice International also conducts research and policy analysis for corporations, schools and governments setting or re-evaluating education policy. School Choice International created the only web based resource to understand education across the globe, Global Education Explorer. Its School Search Solutions division is developing the first school-child matching tool that considers both subjective and objective criteria between the child and school. For more information see www.schoolchoicegroup.com