

For Immediate Release

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The School Choice Group announces The Michael Perelstein Memorial Scholarship Fund

\$20,000 Scholarship fund created to support New York City school age children to pursue their unique passions and talents

(White Plains, NY-April 14, 2014) [The School Choice Group](#), the global education consulting firm headquartered in White Plains, New York, in partnership with [The Parents of Accelerated Learners \(P.A.L.\) Workshops](#), NYC, announced the second annual Michael Perelstein Memorial Scholarship Fund “**The Discover Your Passion Competition**” for New York City based students from 2nd through 8th grade. The scholarship awards children who show exceptional promise and passion for their unique individual interests and passions to include academic fields, sports, music, the arts, community service, entrepreneurship, technology, etc. The focus on individual passion and the personal story behind the fund are what make this scholarship unique.

Elizabeth Perelstein, the Chair and Founder for the School Choice Group, established this scholarship fund last year to honor her late husband, Michael Perelstein. Michael died at 56 years old, while he was riding with the Westchester Cycle Club, one of his personal passions. A child of Holocaust survivors, Michael was directed by his parents to consider career and life choices based on practical or financial reasons, and not by his personal interests and unique talents. The Perelstein children followed a different path, pursuing their own passions yet still achieving financial security. Michael then realized the true importance of nurturing passion and talent and even changed careers to support his own. As a result, supporting the passions and talents of children is the mission of The Michael Perelstein Memorial Scholarship Fund.

“I know Michael would have wanted to create opportunity for young people and I am pleased to be able to keep his memory alive by improving children’s lives and educational paths as a result of his tragic death”, said Elizabeth Perelstein.

The Discover Your Passion™ Competition will award the grand prize winner \$5000 toward his or her pursuit; 3 second place winners will receive \$3500, and 3 third place winners will receive \$1500, for a total of \$20,000. Finalists will be selected from each of two age categories: 2 – 5th grade; 6 - 8th grade. The scholarship winners will be announced and awarded their prizes in October in New York City. For complete information about the scholarship and to apply see <http://www.schoolchoicegroup.com>. To read about the 2013 scholarship winners please see [Finding Schools](#) on Blogger.

The School Choice Group, is the leading global education consulting firm, specializing in school placement for private, public, specialized and international schools, from preschool through college. With over 140 experienced consultants in 75 locations globally, the SCG works 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. Its business division, [School Choice International](#), also conducts research, provides survey data and policy analysis for corporations, schools and governments setting or re-evaluating education policy. School Choice International innovated only web based resource to compare education across the globe, [Global Education Explorer](#). Its consumer division, [School Search Solutions](#), is developing the first school-child matching tool, [LEAP](#) that considers both subjective and objective criteria between the child and school. For more information see www.schoolchoicegroup.com

About Parents of Accelerated Learners, NYC [PALNYC]

Parents of Accelerated Learners, NYC [PALNYC] supports NYC-based parents and their children by offering educational workshops, talent development-based resources and programs, mentorships and a discovery platform for web and app-based learning tools for kids. PALNYC connects experts with parents to better support the cognitive, social and emotional needs of their children.

PALNYC is passionate about closing the education gap in NYC by providing access to events at low or no cost to make sure that every parent who wants to pursue quality education for their child has that opportunity. A founding sponsor of the NYC Ed Tech Family Day and the NYC Gifted and Talented Symposium, PALNYC hosts events that support high potential youth and their families. For more information, see www.palworkshopsnyc.org.