



Contact:

Bryan Alaspa

K Squared Communications, Inc.

773 774 7847

balaspa@ksqrd.com

Immediate Release

**K Squared Communications Launches
International Outreach Program:
Egyptian and Kenyan Missions to Focus on
Entrepreneurial Skills and Tourism Development**

Chicago, IL – April 26, 2011 - One company can turn the tide and to demonstrate this K Squared Communications is working with Heartland International and Ya'lla Tours USA to provide hands-on support for two upcoming international outreach programs. Kate Koziol, president of K Squared Communications, will be traveling with members of the press and the travel agency community to Egypt in May with Ya'lla Tours USA, to assess the tourism situation and to determine what else can be done to improve the situation.

“Tourism is critical to Egypt and makes up 11% of its gross domestic product,” said Ms. Koziol. “If we can help travel professionals in Egypt get critical information to their counterparts in America we can speed the rebuilding of the tourist trade and support the rebirth of Egypt.” The group will explore Cairo, Luxor and Aswan regions and meet with the Egyptian travel community to determine the support tactics best suited rebuild tourism.

K Squared has also been selected to participate in Heartland International's Department of State-funded Professional Exchange Program to strengthen the entrepreneurial skills of young Kenyan business owners. K Squared will be traveling in June with 10 other Illinois businesses to the Rift Valley of Kenya to work with 20 young entrepreneurs. The month-long program will be spent working with Heartland International's clients on best business practices, developing more local interest in entrepreneurship and creating business plans.

“We want to help create sustainable growth in small, private-sector businesses,” said Julie Stagliano, president of Heartland International, a Chicago-based non-profit organization that promotes social justice and economic independence by facilitating participatory citizenship around the world. Its uniquely designed programs empower emerging leaders and citizens to create positive change in society. “This group of 20 Kenyan entrepreneurs will ultimately train up to 400 additional business owners in areas around Kisumu and Nyahururu. They will have a



set of objectives for working together and develop a three-year strategic plan with an Action Plan for the current year.”

K Squared is also supporting another Heartland International program: Development of Grassroots Organizations for Women, for emerging NGO leaders from Nicaragua and Belize. This two-year program, also funded by the U.S. Department of State, takes place in April and May in Chicago and links Chicago counterparts working in similar organizations with the Central American participants, whose organizations address issues in the areas of women’s rights and empowerment, reduction of domestic violence and reduction of human trafficking. K Squared has developed a customized half-day training module to highlight promotion and marketing tactics that are best suited to these organizations. The Chicago-based participants will travel to Belize and Nicaragua in the fall to conduct workshops, mentoring and continue work on jointly conceived projects with their local counterparts.

Best Practices Applied at Home and Abroad

“I want to take the concept of microcredit and create micropromotion programs to give entrepreneurs the essential tools they need to grow their businesses. The work we are doing can influence the life course of local businesses and their communities,” added Koziol. “Our SpotlightSquared programs are one example of micropromotion where we take the effort out of blogging for business leaders. This program is very successful with clients that need social media presence, but lack the time needed for blog research, writing and tracking.”

K Squared Communications has been part of the entrepreneurial community for more than a decade as a member of the Women President’s Organization, the Levy Entrepreneur Group, and supporting budding and serial entrepreneurs through the Illinois Small Business Development Center at the University of Illinois at Chicago in their Expert in Residence program. In addition to humanitarian work in Cuba and the Galapagos, K Squared Communications has been a long-time supporter of local community efforts, from its fundraising for research at Chicago’s Children’s Memorial Hospital to its board participation with the Fetal Alcohol Support Team which supports education and awareness about Fetal Alcohol issues.

About K Squared Communications

K Squared Communications is a public relations, social media and marketing firm specializing in finding; refining and promoting positive stories that help grow client businesses. Founded in 1997, K Squared Communications is a national entrepreneurial award-winning organization and more information about K Squared is available at www.ksqrd.com, via Facebook, Twitter and YouTube or by calling (773) 774-7847.

###