



FOR IMMEDIATE RELEASE

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STREETS INTERNATIONAL -- A new global banner

July 2008 (New York) - KOTO USA, Inc. has just announced it will be operating under the banner of "STREETS INTERNATIONAL." The name change better reflects the global opportunities to serve more disadvantaged youth in more countries. The STREETS Program model is unique in integrating the use of best practices gleaned from a variety of grassroots programs for street kids. "Because we quickly saw international support for developing our approach to work with street kids around the world, we needed a new name with a more global appeal," explained Neal Bermas, Ph.D., founder and president. STREETS INTERNATIONAL, is a not-for-profit, sustainable, social enterprise initiative for street kids and other disadvantaged youth in developing countries throughout the world. Founded in 2007 by hospitality and food industry educators and businesspersons, along with international development experts, as a US-based 501(c)(3) non-profit organization, STREETS INTERNATIONAL provides the initiative, experience and financial support to implement and expand throughout SE Asia and other developing countries and to offer more disadvantaged youth a future.

For more information visit www.streetsinternational.org

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