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Immediate Release

K Squared Wins Ya'lla Tours USA Account:

Ya'lla Credits Travel Agency Community with Ongoing Success

CHICAGO – January 12, 2010 – K Squared Communications, a travel industry specialist in the areas of public relations, social media and marketing, has just signed with Ya'lla Tours USA to promote Ya'lla's extensive tour programs. Ya'lla is well known for its highly-esteemed programs to Israel and wants to expand the spotlight to showcase its complete line of travel programs.

“Ronen Paldi and the entire Ya'lla team consistently deliver top quality travel experiences that wow travelers and Ya'lla works closely with travel agents to ensure the travel agency has repeat business,” said Kate Koziol, President of K Squared Communications. “Our work will be to focus the spotlight on Ya'lla's entire spectrum of work, such as the coming familiarization tours and seminars at the American Society of Travel Agent's International Destination Expo (IDE) in Turkey this March so that more agents can benefit from the service Ya'lla offers.”

Ya'lla Tours USA covers many exotic Mediterranean destinations such as Egypt, Morocco, Israel, Turkey, Jordan and Greece. Ya'lla Tours USA is also one of only a handful of US Treasury-approved travel companies operating humanitarian and religious tours to the equally exotic Caribbean island of Cuba and the only wholesale tour company with a Travel Service Provider (TSP) license for Cuba.

“We offer a broad spectrum of travel programs from two nights to two week tours, and our onsite staff manages the entire encounter so that clients are able to soak in the experience without having to fuss with any of the details,” said Ronen Paldi, president of Ya'lla Tours USA. “We work extensively with the travel agency community and K Squared will be able to help us showcase our success story to more of the travel industry to help us drive further success for everyone involved.”

Ya'lla Tours USA also owns Ya'lla Tours Egypt, the premier inbound tour operator for Egypt. Ya'lla Tours was founded in 1993 and more information on

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Ya'lla, which means "let's go" in Hebrew and Arabic, is available at www.yallatours.com or by calling 800 644 1595.

About K Squared

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 or via many social media sites such as Facebook, Twitter and You Tube or by calling (773) 774-7847.

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