



## PressRelease

### Freelancer.com revolutionises crowdsourcing by expanding its contest platform beyond design

**SYDNEY, May 31, 2013: Freelancer.com takes crowdsourcing to new heights by expanding contests to all its nearly 600 job categories.**

Freelancer.com, the number one resource for small to medium businesses and entrepreneurs, is changing the game by taking crowdsourcing to the next level. The site's contest feature is no longer limited to just design categories, allowing SMEs and entrepreneurs to crowdsource anything, from websites and software to architecture and engineering.

Freelancer.com's expanded contest offering represents a huge shift in the hiring paradigm. Freelancers can now directly compete with each other to complete a contest in any industry, with the winner claiming the prize and the chance to develop a highly lucrative ongoing professional relationship with the contest holder.

Contests have quickly become a favourite for those using the site. Justin Lang from Caringbah, Sydney joined the revolution by posting a contest to design a logo for his business. Mr Lang was thrilled to receive over 900 entries, stating, "not only was the contest useful for getting a great logo but I was able to make contact and sort through hundreds of freelancers for projects that I will do in the future. This is invaluable for an employer because I have had these freelancers already show me their skills in the contest!"

Contests typically start from \$30 with the majority under \$500, however large-scale contests have proven extremely effective. Freelancer.com has run several 'Expose Our Logo' contests



where for \$25,000 it was able to use thousands of freelancers to execute a global advertising campaign.

According to Freelancer.com CEO, Matt Barrie, “While people have previously crowdsourced funding through sites like Kickstarter, and designs through sites like Freelancer.com, nobody has tackled crowdsourcing across every online industry through one platform before. Our world-first evolution of crowdsourcing is game-changing in scope and unprecedented in scale cementing Freelancer.com as both the largest and most diverse crowdsourcing platform in the world.”

#### **About Freelancer**

Winner of 3 Webby Awards, Freelancer.com is the largest outsourcing/crowdsourcing marketplace in the world. Freelancer.com connects businesses with over 7 million independent professionals globally, specializing in nearly 600 fields. The average job is completed for under US\$200, making Freelancer.com cost-effective for businesses unable to justify the expense of hiring full time.

#### **Contact**

**Nikki Parker**  
Email  
Phone

**Regional Director**  
[nikki@freelancer.com](mailto:nikki@freelancer.com)  
**+61 427 173 025**