

TimesSquare.com crowdsources \$10,000 logo on DesignCrowd

Entertainment website TimesSquare.com has launched a \$10,000 contest to crowdsource a new logo on DesignCrowd.

TimesSquare.com - an online events portal for some of the 39 million annual visitors to the iconic entertainment precinct on Manhattan Island – has launched a \$10,000 TimesSquare.com Logo Contest on DesignCrowd.com, a leading creative 'crowdsourcing' marketplace that specialises in design contests.

Lorenzo Tartamella, founder of TimesSquare.com said, "We needed to find a more creative approach to procuring a new logo design. I wanted the process to be easy, the designs ideas to be more creative and the design talent to be global so I chose DesignCrowd to launch my contest. Now, I don't have to worry about getting one idea, instead I am expecting thousands of ideas from designers all over the world!"

DesignCrowd is an online marketplace that specialises in helping businesses outsource or 'crowdsource' design projects to a network of freelance designers from around the world. More than 50,000 designers participate in thousands of design contests launched on the company's platform each year.

Alec Lynch, CEO of DesignCrowd said, "The TimesSquare.com logo contest is an amazing opportunity for designers from around the world. The budget of \$10,000 means this is one of the largest logo contests ever run on a crowdsourcing website. The client has already received hundreds of designs and is building the TimesSquare.com brand at the same time."

Following the launch of the contest, designers from 159 countries have already submitted more than 700 designs and it is expected that this number will increase to thousands as the contest deadline approaches.

The contest and entries can be viewed here:<http://www.designcrowd.com/timessquare-logo-contest>

The winning logo will be unveiled in Times Square on December 12, 2012 ("12-12-12") followed by a book launch featuring a selection of the entries from the contest.

For participating designers whose design is not selected, DesignCrowd's sister marketplace, BrandCrowd.com, offers a way to monetise their unused designs by uploading the designs for sale.

Designers have until July 7 to submit designs.

Submitted logo designs will be eligible for the following prizes:

1st Prize \$5,000 2nd Prize \$1,000 3rd Facebook 'Like' Prize \$500 4th Prize \$300 5th Prize \$200 Top 60 Participation Payments of \$50

For more information visit about the contest visit <http://www.designcrowd.com/timessquare-logo-contest>.

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