



## PressRelease

# Asteroid mining company Planetary Resources harnesses Freelancer.com contest platform for global marketing campaign

**SYDNEY, June 19th 2013: High value contests on Freelancer.com continue to achieve out of this world results for businesses**

Planetary Resources, a company dedicated to space exploration and resource discovery, has taken the first step towards making space accessible to everyone. Planetary Resources has turned to both crowdfunding\* and crowdsourcing\*\*, in partnership with Freelancer.com, to involve global communities in building, promoting and launching the first publicly accessible, orbiting space telescope, the ARKYD.

Contests have a long history in stimulating space exploration and technological innovation. In 2004 the Ansari X-Prize^ competition became the catalyst for sending the first privately funded spacecraft into Earth's orbit. The Ansari X-Prize was modelled after the Orteig Prize, won in 1927 by Charles Lindbergh for being the first to fly nonstop from New York to Paris and is credited as one of many contests that helped create today's commercial aviation industry.

Planetary Resources, backed by visionaries Eric Schmidt, Larry Page, X-Prize CEO Peter Diamandis and director James Cameron, has partnered with Freelancer.com to run a US\$7,000 "Design a T-Shirt" contest allowing every designer in the world to enter their designs and have the chance to become part of history.

Chris Lewicki, President and Chief Engineer at Planetary Resources said; "Freelancer.com has allowed us to expand our reach and exposure of this community funded project to a global audience of creative individuals. The contest platform has created a sense of excitement and awareness for the project around the planet which has ensured that our goal of making space exploration open to everyone is achieved."



The winner of the Planetary Resources' contest will be awarded US\$2000 cash and an US\$5000 Education Ambassador Pledge which will provide a school with an experience of a lifetime, including access to a space curriculum and tutorial, as well as allowing students to take observations from the satellite and #SpaceSelfies of themselves from orbit with the Earth in the background. The successful designer will be able to donate this prize to a school, university or museum of their choice.

### About Freelancer

Triple Webby award winning Freelancer.com is the largest freelancing/crowdsourcing marketplace in the world. Freelancer.com connects businesses with over 7.8 million independent professionals globally, specializing in nearly 600 fields. Over 4.6 million projects have been posted to date, in areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing.





## Notes to the Editor

\* [http://www.kickstarter.com/projects/1458134548/arkyd-a-space-telescope-for-everyone-0?ref=primage\\_home](http://www.kickstarter.com/projects/1458134548/arkyd-a-space-telescope-for-everyone-0?ref=primage_home)

\*\* <http://www.freelancer.com/contest/Earthlings-ARKYD-Space-Telescope-Needs-Your-T-Shirt-Design--24743.html>

^ <http://space.xprize.org/ansari-x-prize>

## Contact

Nikki Parker                      Regional Director, Australia & New Zealand  
Tel                                      +61 427 173 025  
Email                                  [nikki@freelancer.com](mailto:nikki@freelancer.com)

Evan Tan                              Regional Director, Asia  
Tel                                      +63 908 882 8519  
Email                                  [evan@freelancer.com](mailto:evan@freelancer.com)

Bill Little                              Regional Director, Europe  
Tel                                      +44 (0) 7940 924555  
Email                                  [bill@freelancer.com](mailto:bill@freelancer.com)

Sebastian Siseles                      Director Regional para Latinoamérica  
Tel                                      +54 911 32 60 07 30  
Email                                  [sebastian@freelancer.com](mailto:sebastian@freelancer.com)

URL: <http://www.freelancer.com>