

XCHANGETEAM'S BACKING CREATIVE BRITAIN: LET THE SEARCH FOR FREELANCER OF THE YEAR COMMENCE

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Tuesday, 22 July 2008

To celebrate British business creativity, unique provider of specialist freelance resourcing services Xchangeteam today launches its Freelancer of the Year Awards

London, 22 July 2008: The Xchangeteam Freelancer of the Year Awards (<http://www.freelanceroftheyear.co.uk>) are here again, entering their fifth successful year since their 2003 debut. Xchangeteam invites anyone who works with freelancers as well as freelancers themselves to enter these awards and honour the ingenuity and excellence of freelance professionals as a way of backing Creative Britain.

Xchangeteam (<http://www.xchangeteam.com>) is the original - and still the leading - provider of specialist freelance resourcing services to the marketing, media and communications sectors. Now a firmly established fixture in the freelance calendar, the Xchangeteam Freelancer of the Year Awards spotlight the individuals who their peers recognise can really claim to have pushed the boundaries of marketing, media and communications delivery over the past 12 months.

The Awards are highly prestigious, attracting an industry-leading judging panel and top-flight media coverage. Past winners have seen their award as not just a huge mark of recognition by their peers - it's also proven to be a major help to winning business.

The excellence of the creative industries is what sets Britain apart from so many other countries - and at the heart of those industries is the talented freelancer, whose achievements the Xchangeteam Freelancer of the Year Awards honours. This initiative dovetails with the Government's Creative Britain strategy (<http://www.cep.culture.gov.uk>), outlined in February of this year, which supports the promotion of talent in this area, seen as vital for the national economy.

With seven categories for excellence in service delivery to be decided, as well as a special Grand Prix Award for 'Freelancer of the Year,' the Awards really are a full celebration of the best of this uniquely challenging profession. For a freelancer, Xchangeteam Freelancer of the Year Awards offers a chance to publicise achievements and to gain industry recognition.

Last year's Overall Winner, Rona Levin, comments on what her win meant for her. "Winning the Award has also had a huge impact on my career, in terms of being able to raise my profile in the industry and attract the interest of potential hirers. Freelancers usually work in the background and don't seek attention for their work, but one person really can make a difference which others value. The Awards recognise that contribution and celebrate it."

International brand expert and principal of The Big Idea, Bill Wallsgrove - working with the Design Council to promote British creative talent abroad - returns to join this year's eminent array of judges from the marketing, media and communications community. "The Xchangeteam Freelancer of the Year Awards are a chance to recognise outstanding examples of freelance ability across the media, communications and marketing spectrum," he says. "I am delighted to be judging the Awards once more and I look forward

to an inspiring range of entries to this year's Awards - and a set of outstanding winners blazing the trail for making the UK freelance community, who are the individual dynamos who light up the creative industries, the best they can be."

Emma Brierley, CEO of Xchangeteam, notes, "This year's event promises to be the biggest and best yet and a full endorsement of the Government's Creative Britain agenda. We are delighted to welcome Bill Wallsgrove, brand guru and outspoken backer of Creative Britain, back on to our stellar judging panel. As ever, the panel will be made up of a list of 'Who's Who' in the marketing, media and communications sectors.

"We very much look forward to honouring the winners chosen at the Awards Ceremony in Central London in February 2009."

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Notes to Editor:

- One winner for each Award category will be announced. The categories are Advertising, Design, Digital Excellence, Editorial, Events, Marketing, PR & Communications and Public Affairs & Political Communication. There is also an overall Grand Prix Award winner chosen from all the Award categories.
- The Awards are open to any freelance professional, Xchangeteam-registered or otherwise. Companies can nominate someone they've hired or someone they've worked with or freelancers can even nominate yourself. For full Awards information and entry requirements, go to www.freelanceroftheyear.co.uk
- About Xchangeteam Group Limited: Xchangeteam was launched in 1999 as a specialist freelance resourcing company in communications and PR, the first in the marketplace. It now offers freelance resourcing and permanent recruitment services across marketing, media, PR & Communications, Internal Communications, Public Affairs, Design, Editorial, Digital, Events, Advertising. Xchangeteam's head office is in London. Clients include leading corporates, agencies, charities and public sector organisations. The company has a wealth of talent on its register - freelance consultants and permanent candidates, ranging from Junior Executives to Board Directors. Xchangeteam won the 2006 London Excellence Award for customer focus, and was Commended in the 2008 Recruiter Awards for Best Marketing Recruitment Firm. Web - <http://www.xchangeteam.com>
- About Creative Britain: New Talents for the New Economy: The UK government is aiming to make the country a global leader in the arts, media and advertising through initiatives including the creation of thousands of new apprenticeships and the launch of a world creative business conference. The action plan outlines 26 commitments for both government and the creative industries to nurture talent, create jobs and to drive the UK's international competitiveness.
http://www.culture.gov.uk/reference_library/publications/3572.aspx

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