

MyKrd

The MyKrd Launch Event and Global Design Contest 2015

TORONTO – August 20, 2015 – For Immediate Release.

MyKrd Corporation is a Toronto-based start-up that is pleased to present the MyKrd Global Brand Design Contest open to graphic design professional, amateurs and students.

MyKrd is offering a cash prize of \$10,000 USD to the designer that can create a compelling logo design, splash page, and app icon. Three finalists will be selected from the submissions, with the shortlist presented for a global vote. This is a unique opportunity for designers to see their work on an international platform, gain recognition and have their design viewed by iconic designer, [David Carson](#). Submissions open September 18th, 2015 10:00:00 PM EST on the MyKrd Contest Website www.mykrd.com/contest and end September 30th, 2015 at 11:59:59 PM. A company brief and the rules of the contest will be published on the same website. The winner will be announced on October 26th, 2015.

More detail on the contest will be presented at the MyKrd launch event on the September 18th, 2015 with a mixer at the MaRS Discovery District in downtown Toronto (the launch event will be available online via streaming at [this link](#)). The evening will also feature talks from guest speakers Bruce Croxon, former CBC Dragon and current host of BNN's The Disruptors, and world-renowned [TED speaker](#) and graphic designer David Carson. Croxon will speak to the vision and values required for entrepreneurship, while Carson will discuss how graphic design impacts our lives. Those looking to attend MyKrd's event can register via its [Eventbrite](#) page.

Calling graphic design professionals, amateurs and students!

Do you think you can design a global brand?

Want your designs to be seen by one of the top designers of all time?



Contest Open Sept 18th, 2015

for more information go to

mykrd.com/contest



MyKrd



Sept 18th
Friday

10:00 PM EST

Submissions start



Sept 30th
Wednesday

11:59:59 PM EST

Submissions end



Oct 5th
Monday

12:00 PM EST

Voting period starts



Oct 8th
Thursday

11:59:59 PM EST

Voting end



Oct 26th
Monday

12:00 PM EST

Winner announcement

About MyKrd

MyKrd Corporation is a Toronto-based start-up that wants to change the way independent workers introduce themselves to work contacts and immediately promote their work.

The product is designed to help an emerging generation of independent workers: research shows that more than half of all workers in the United States will consist of freelancers, consultants and other independents by 2020. It is a group that relies on technology and networking to find new work and maintain a public portfolio.

The MyKrd application reveals mutual connections and provides a digital landing pad where professionals can highlight their social media accounts. The card's design can be easily changed depending on the contact the person is reaching out to and the social media accounts they want to promote. MyKrd will make introduction and self-promotion easier, faster, and more effective.

Designer David Carson will be available for limited interviews prior to the day of the event. To book an interview, please contact: Media@GravityCentral.ca.

The MyKrd Promotional Video is available at [this link](#) and below, it can be used for any online publication, blog and website.

Please reserve your spot

Contact

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