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For Immediate Release

Freelancers University Launch Party Big Success
Freelancers Came Out in Doves to Check Out the New Business

KANSAS CITY, Mo. (October 18, 2011)—[Freelancers University](#) held a launch party on Wednesday, October 5th to promote the new business. More than 100 individuals attended to learn about what’s to come: an easy and affordable way to stay on top of the latest technology, standards and software, as well as tips, tricks and tools of the trade. This new initiative will also cover a wide range of topics ranging from legal and billing practices to marketing and new business development.

“Many creative professionals went to school to study a specific niche, such as writing, design or photography,” says co-founder [Julie Cortés](#). “They didn’t take business classes, simply because they weren’t required to obtain a degree. This much-needed training picks up where formal education left off.”

The party was held at Bizperc’s event space, located at 1800 Baltimore, 6th floor, in Kansas City, Missouri. Guests were treated to free drinks and appetizers, and participated in raffle giveaways. Folks from the advertising/ marketing, film and art industries were all represented.

Sponsors for the event included [Bizperc](#), [Booker T. Brown Photography](#), [Boulevard Brewing Company](#), [The Freelance Exchange of KC](#), [TouchPoll KC](#), and the [Greater KC PRSA Solo Pros](#).

Co-founders Julie Cortés and Jacob McDaniel gave a brief welcoming statement as well as an overview of what Freelancers University aims to provide. Many attendees signed up for classes on the spot.

“Freelancers are faced with issues they weren’t taught, such as: should they incorporate, what can and can’t they write off for taxes, what do they do about health insurance, and what should they do when a client doesn’t pay,” explains co-founder [Jacob McDaniel](#).

Classes will begin November 2nd and will occur weekly at [Bizperc](#), at 1800 Baltimore in the Crossroads Arts District in Kansas City, Missouri. Class prices begin at \$30 and package discounts are available.

Freelancers University is the go-to resource for the self-employed creative professional, providing savvy advice, best practices and industry standards on how to start, run and succeed at a freelance business. For more information, visit [FreelancersU.com](#), search for Freelancers University on [Facebook](#), connect on [LinkedIn](#) or follow on Twitter at [@freelancersuniv](#).

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