



**OrangeSlyce**

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## **OrangeSlyce.com**

FOR IMMEDIATE RELEASE

### **BUSINESS AIMS TO REVOLUTIONIZE STUDENT EMPLOYMENT**

*The easiest way for small businesses to find and hire college students*

**4/21/2010 TEMPE, AZ** – In the worst American recession since the Great Depression, local entrepreneur and recent graduate of Arizona State University, Sean Coleman, has taken on the challenge of revolutionizing student employment through his new company: OrangeSlyce. The unemployment rate has plummeted and tuition has risen across the country. Every year the number of people filing for bankruptcy is greater than those who graduate from college. Small businesses are closing at alarming rates and are looking for innovative ways to cut costs and save money, while stimulating revenue. OrangeSlyce does exactly this by providing small businesses a way to easily access the cost-effective and talented college student workforce. This workforce is literally an “untapped, hidden gem” that will provide youthful energy, fresh perspectives, and dedication that small businesses need in order to survive this recession.

Viewed as “the driving force that will tear down the walls between University populations and businesses,” OrangeSlyce creates strong bonds between the two communities. This will in turn eliminate any bureaucracy and complexity in the communication for small businesses to utilize the student workforce. Only in its newborn stages, OrangeSlyce.com is already referred to as the “Monster.com for college students and small businesses.” Taking on competitors such as Elance and Craig’s List, OrangeSlyce fills the gaps that other job board services simply do not provide. The process allows small businesses to easily post internships and freelance opportunities on OrangeSlyce.com, viewable by over 750 students. Businesses can view student profiles and resumes where they may decide to contact the student for further information.

The process of using OrangeSlyce is as easy as going to the website, clicking the business or student button, and filling out the necessary information. So far the most popular posts by businesses are found in the areas of web design, photography, marketing, and writing. These are all tasks that students are fully aware of and improve on daily through their interactions on and off campus. Businesses need the students’ fresh outlook, especially in such times, because the business owners simply cannot afford to keep up on the changing technology and marketing trends; what is new now will be obsolete in 18 months or less.

CEO, Sean Coleman has worked tirelessly in developing a service that will stimulate the economy between students and small businesses. So far the work has paid off with his personal awards as Arizona Republic’s “35 entrepreneurs 35 and younger” in 2009 and the Small Business Administration’s “Young Entrepreneur of the Year” for Arizona, among numerous grants, all of which are propelling the success of the free service OrangeSlyce.com.