

## **CareerBuilder.com Announces Contest to Find The Most Outrageous Reason Why Someone Decided to Look For a New Job**

PRNewswire  
CHICAGO

CareerBuilder.com debuted its new 2009 marketing campaign with a commercial during this year's Super Bowl. The commercial consisted of numerous unsavory work related situations that repeated themselves multiple times, just like in real life, and made workers think "it's probably time" to look for a new job. To view the commercial, go to <http://www.careerbuilder.com/tv>.

Building on the commercial's success and theme, CareerBuilder.com is announcing a new online video contest to identify the most outrageous reason why someone would think "it's probably time" to look for a new job. The winning video will receive \$5,000.

To enter, film a 45 second or less humorous reenactment of your situation and upload it to your <http://www.youtube.com/> account. Next, complete and submit the online application at <http://www.itsprobablytime.com/> by March 10, 2009 at 5:00 pm ET. CareerBuilder.com judges will then review all entries and post the top 10 videos during the week of March 24 for final voting by the American public.

Below are a few things to keep in mind before submitting your video:

- Create a humorous 45 second or less video
- No company names or individual's names can be used in your video
- No surprise tapings -- every individual in the video must know they are in your video and must be older than 18 years of age, as well as have agreed to the terms of the contest
- The entire entry, including any music, must be your original work and cannot be something that was previously published or is owned by a third party.
- Only one entry is allowed per individual person.
- Videos will be judged on the following criteria: creativity, originality, entertainment value, performance level, and most of all humor

Contest prizes include:

- Grand prize/ Viewers' choice -- \$5,000 prize and a resume upgrade on CareerBuilder.com
- First prize/ Judges' choice -- \$2,000 prize and a resume upgrade on CareerBuilder.com
- Second prize/ Judges' choice -- \$1,000 prize and a resume upgrade on CareerBuilder.com

For more information and official contest rules, visit <http://www.itsprobablytime.com/> or <http://www.youtube.com/careerbuilder>

About CareerBuilder.com

CareerBuilder.com is the nation's largest online job site with more than 23 million unique visitors and over 1.6 million jobs. Owned by Gannett Co., Inc. , Tribune Company, The McClatchy Company and Microsoft Corp. , the company offers a vast online and print network to help job seekers connect with employers. CareerBuilder.com powers the career centers for more than 1,600 partners, including 140 newspapers and leading portals such as AOL and MSN. More than 300,000 employers take advantage of CareerBuilder.com's easy job postings, 28 million-plus resumes, Diversity Channel and more. CareerBuilder.com and its subsidiaries operate in the U.S., Europe, Canada and Asia. For more information, visit <http://www.careerbuilder.com/>.

Media Contact:  
Michael Erwin  
Michael.Erwin@CareerBuilder.com

773-527-3637

First Call Analyst:  
FCMN Contact:

SOURCE: CareerBuilder.com

CONTACT: Michael Erwin of CareerBuilder.com, +1-773-527-3637,  
Michael.Erwin@CareerBuilder.com

Web site: <http://www.careerbuilder.com/>  
<http://www.itsprobablytime.com/>  
<http://www.youtube.com/>

---

<https://stage.mediaroom.com/careerbuilder/2009-02-04-CareerBuilder-com-Announces-Contest-to-Find-The-Most-Outrageous-Reason-Why-Someone-Decided-to-Look-For-a-New-Job>