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## **TaskRabbit Brings New Twist on Personal Assistance to San Francisco**

### *Service Helps People Live Smarter By Crowdsourcing Everyday Tasks*

San Francisco – June 21, 2010 – [TaskRabbit](#), the company that helps people live smarter by outsourcing their errands and tasks, is hopping into California. The company today announced its service is available in San Francisco. TaskRabbit launched more than a year ago in Boston and has been growing rapidly in Massachusetts ever since.

The service links San Franciscans with an on-demand network of affordable, back-ground checked "Runners" to whom they can outsource any kind of task. Typical tasks include dropping off Goodwill donations, providing transportation to and from the airport, assembling furniture, doing pharmacy and dry cleaning runs, standing in line for tickets, cleaning out attics, and caring for pets.

"San Francisco residents are smart, active, and online. Most of all, they're busy," says TaskRabbit founder, Leah Busque. "We believe they'll embrace a simple option delegating the menial or time-consuming parts of their lives. TaskRabbit, in minutes, frees them up to enjoy what's truly important -- whether that be spending time with family, pursuing a hobby or just relaxing."

To use TaskRabbit, users simply post a task on [www.taskrabbit.com](http://www.taskrabbit.com), and set the price they're willing to pay. That task is immediately relayed to a network of several hundred pre-screened TaskRabbit "Runners" who then contact the member and complete their task quickly and efficiently. The average cost of a task ranges from \$10-15.

"Every day TaskRabbit is helping people check things off their to-do lists from ordinary tasks that never get done to truly amazing tasks," says Anne Moellering, TaskRabbit's Chief Marketing Officer. "We've assisted people with fundraising, helped blind people navigate unfamiliar parts of the city, written love letters for Romeos with writer's block and even delivered a Pug dog from New York to Boston."

Tim Ferriss, author of #1 New York Times bestseller "The 4-Hour Workweek" and an adviser to TaskRabbit, has already used the service locally for everything from shopping and late-night groceries to getting rides. All of the tasks were completed within 30 minutes of posting. "It's simple and it's fast," says Ferriss. "As just one example, I needed to be in Sacramento last-minute, but I didn't want to lose three hours to driving there and back. Within 15 minutes of posting on TaskRabbit, I had a driver and was set for departure ten minutes later. Not only did I get to Sacramento in time, the Runner also picked up a healthy lunch for me while I had my meeting. The entire experience was easy, efficient and pleasant."

### About TaskRabbit

TaskRabbit is an online and mobile marketplace that helps people live smarter by allowing them to outsource everyday errands and tasks. A flexible, on-demand delivery network, TaskRabbit also partners with local businesses looking to expand their reach and revenue at no cost. The service is available in Greater Boston and San Francisco.

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