

For immediate release:

TelephoneOnHold.com  
Phone: 1-866-359-4653  
Fax: 1-201-215-9764  
Email: [media@telephoneonhold.com](mailto:media@telephoneonhold.com)  
[www.telephoneonhold.com](http://www.telephoneonhold.com)

### **Holiday “celebrities” hire Telephone On Hold to “build credibility”**

New York, NY April 08, 2009 – In an effort to build credibility with suspicious youths around the world, two high-profile religious celebrities have retained the professional on-hold marketing and recording services of Telephone On Hold.

With differing views on certain mainstays of religion, both Passover’s Moses and the Easter Bunny have come to a consensus and agreed (separately) to hire Telephone On Hold to create a professional image to callers while on-hold.

“The goals of each of these clients were clear,” says Justin Ginsberg of Telephone On Hold. “Simply put, they each hired our company to generate fewer religious skeptics. Moses wanted something that wasn’t dry (like the dessert.) The Easter Bunny, on the other hand, requested something with a sense of humor (but not too hairy.) The results have been phenomenal.”

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#### **About Easter:**

Easter is an important annual religious feast in the Christian year. The Easter Bunny hides baskets of multi-colored eggs for children to find.

#### **About Passover:**

Passover is an annual Jewish holiday that celebrates the sparing of the Hebrews in their exodus from Egypt. It is celebrated with a seven day feast of unleavened bread.

#### **About TelephoneOnHold.com”**

TelephoneOnHold.com provides businesses of all sizes a unique opportunity to communicate to callers while they are on-hold. Businesses commonly utilize these marketing tactics to educate callers about services and products, promotions, and upcoming events, or, in the case of certain religious celebrities, generate a more professional image. Each on-hold marketing production is customized with specific scripting, professional voiceovers, and background music in the company’s NY-based office and in-house studio. For more information visit <http://www.telephoneonhold.com>