



# PRESS RELEASE

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## “Legions of Callers” to hear “Legends of Jazz”

**PITTSBURGH PA:** Making a phone call may be a bit old fashioned to the younger generation, but callers to some businesses may find themselves feeling a bit more ‘hip’ over the holidays. At least callers to businesses who subscribe to Pittsburgh-based ADS-ON-HOLD, that is. “In celebration of ADS-ON-HOLD’s 30<sup>th</sup> anniversary, we’ve arranged for some of the finest jazz musicians to make a special holiday appearance,” reports Paul Beran, president of Advertel, Inc., parent company of ADS-ON-HOLD.

Featured is an exclusive interview with Pittsburgh celeb Joe Negri “Handyman Negri” from Mr. Rogers Neighborhood, along with selections from his “Guitars for Christmas” CD; 3-time Grammy Award Winner, stage, theatre and “song stylist,” Nancy Wilson; and 5-time Grammy Award winning Producer, Marty Ashby, Executive Producer and Founder of Pittsburgh-based MCG Jazz. “We typically go the extra mile to offer a pleasurable program for the business hold button, but this year, we’ve gone way over the top!” reports Beran.

Manchester Craftsman’s Guild, Pittsburgh home of MCG Jazz, was delighted to work with Advertel to help them get the word out regarding their commitment to preserving the rich jazz and artistic heritage of the Pittsburgh area. Martin J. Ashby, Vice President and Executive Producer of MCG Jazz added, “We’re pleased to be working with Advertel to reach a whole new audience of potential new jazz fans from all over the country.”

National ADS-ON-HOLD subscribers include airlines, hotels, transportation companies, government agencies, and more. So, as you sit parked on-hold at your local retailer, bank, car dealer, utility company or other business, don’t be too surprised if you find yourself singing along with holiday favorites as performed by some of the best jazz musicians in the world.

ADS-ON-HOLD by Advertel has developed a tradition of providing businesses with timeless holiday favorites by a host of top name musical celebrities. For the last several years, featured hold button guests included Bing Crosby along with interviews with Bing’s wife and daughter. Prior to that, Lee Mendelson, Executive Producer of the Peanuts® Gang, presented memories of Charles Schulz and the incomparable music of Vince Guaraldi.

ADS-ON-HOLD® is the oldest of a variety of telephone, internet, radio, and other unique media services over Advertel’s 30-year history. “We learned a long time ago,” continues Beran, “that you can only advertise so much to callers waiting on-hold without driving them to hang-up. ADS-ON-HOLD likes to go the extra mile to entertain callers in ways they don’t even expect. Then, periodically, callers won’t mind hearing an occasional ad or two regarding that business. Even then, ad messages need to be presented in a more ‘informational’ manner than blatant advertising.”

To audition jazz legends holiday music samples used in the ADS-ON-HOLD promotion, log on to [www.advertel.com/Jazz](http://www.advertel.com/Jazz), or to order copies of this fabulous music for your own listening pleasure, go [www.MCGJazz.org](http://www.MCGJazz.org).

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