



# RegionalHelpWanted.com

*Local Jobs that Work.*

**For Release**

Contact: Eric Straus

917-719-5920

[eric@regionalhelpwanted.com](mailto:eric@regionalhelpwanted.com)

## **RegionalHelpWanted.com Takes Hometown Approach**

**Central Valley, NY** – February 2, 2016 – RegionalHelpWanted, Inc. (RHW), announced today that, after an extensive search, they have hired a new Ad Agency for all media creative production: Hyperbolic Creative.

Eric P. Straus, President & CEO of RHW said, “We picked Hyperbolic for their innovative team of experienced professionals and their wonderful creative talents. Moreover, they specialize in radio production and believe – as we do – in the power of local media. In addition we thought it important to bring a new sound to our radio creative to better reflect the new look of our sites and the newly improved functionality.”

Eric Straus, the founder of RHW sold the company in early 2008 and bought it back in 2014.

Creative Director at Hyperbolic Creative, Luis Gonzalez, commented: RHW told us they needed a feel-good campaign that highlighted their extraordinarily local focus. That’s why we came up with this campaign and the new tagline: “Local Jobs that Work”.

Straus says he is proud of the new campaign. “This campaign really touches the hearts of our customers: the job seekers in each local market who are seeking to be connected with a local employer who cares about the local community.”

RegionalHelpWanted, Inc. ([www.RegionalHelpWanted.com](http://www.RegionalHelpWanted.com)) operates over 450 local job boards throughout the U.S. & Canada in partnership with local radio and TV stations. Each website is branded with the local town name: i.e. HudsonValleyHelpWanted.com, DesMoinesHelpWanted.com, PeoriaHelpWanted.com

Hyperbolic Creative ([www.HyperbolicCreative.com](http://www.HyperbolicCreative.com)) is an agency specializing in radio advertising. With a team of executive creative directors that have 20+ years of experience making national brands stand out, a fully dedicated radio casting and production facility in midtown Manhattan, and 50 award-winning writers, Hyperbolic Creative focuses this experience on the often neglected medium of radio advertising.