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April Fools' Day Is No Joke in a Recession

HARTFORD, CONN. (Mar. 30, 2009) --- Outrageous Ventures, Inc.'s brand GagWorks.com is thriving in a rocky economy, proving that upcoming April Fools' Day prank spending is recession-proof. GagWorks.com is a family friendly, classic American joke shop based out of Hartford, CT.

Though the site has not engaged in any extra marketing for this year's April Fools' Day, GagWorks.com has experienced a traffic spike beginning in March. With items like Stink Bombs, The Shocking Pen, and Itch Powder leading the way in sales, people who may otherwise have been depressed about the economy are looking forward to at least one day of laughter. "It's like that old saying, 'if you build it, they will come'. We knew people needed a laugh but with our budget tighter than ever this year we couldn't spend as much on big promotions like we did in the past. Instead, customers have sought us out." says President of OV, Stephen Wampold.

Despite the lack of money being spent on extra marketing efforts, this year marks one of the largest profits for April Fools' Day ever. GagWorks.com prides itself on selling gag gifts and pranks at a reasonable cost with most of its top sellers under \$5.00, and discounts for ordering in bulk.

Outrageous Ventures Inc., owns and operates several brands including; PrankPlace.com, GagWorks.com, BigMouthToys.com, DrinkingStuff.com, GolfGiftsEtc.com, FunnyTies.com,

FunIdeas.com, FartMart.com, Sporks.com, and OfficeFun.com. For more information please contact Shannon Hartigan at 1-800-901-1163 or via email SHartigan@OutrageousVentures.com.