

Christianity

Sunday, 31 March 2013

It's Easter Sunday. My 68th.

I love all the pageant and the stories; like Christmas, I like the tales of resurrection and rolling stones, bunnies and eggs, chocolates and flowers. Spring. Rebirth. Magic.

I don't belong to any established church. I hate a lot of the negative things about organised religion, be it Christianity, Islam, Moonies or Buddhism (actually Buddhism isn't a religion; it's a philosophy and, as such, is the most attractive of the lot to me).

But I do admire the triumph of marketing and promotion over the substance of religion. You have to admit; the promotion men have done a great job for Jesus and God.

Lacking in quality as a product but damn well presented as a brand.

Happy Easter.