

Freeze Your Fridays News Release



The Inside Scoop

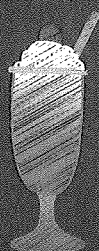
When big news breaks at Fundae Sundaes, Tim and Tara Flaherty want the entire community to know about it. Communicating in the form of a news release to local media is a useful and free way to advertise. A news release is a document that gives readers a summary of what's going on in an attention-getting way.

The latest promotion at Fundae Sundaes is a special campaign called "Freeze Your Fridays" and offers double scoop ice cream cones for only \$2.50.

In this project, you will create a news release to announce the "Freeze Your Fridays" promotional campaign.

Skills

- Formatting a news release
- Changing text case
- Changing line spacing
- Using the default tab
- Aligning text



Freeze Your Fridays News Release



Use word processing software to create and format a news release.



Directions

1. Follow the Setup instructions above.
2. Key the text as shown in Document Data 2.
3. Be sure to follow the extra line spacing as indicated by the paragraph symbol.

Setup

Start Up:

Using word processing software, create a NEW document.

Save the File as:

Project 2

Orientation:

Portrait

Margins:

Top 2", Bottom 1", Left 1", Right 1"

Line Spacing:

Single, no additional spacing before and after paragraphs

Font, Size:

Calibri, 11 point
(unless otherwise noted)



Formatting

1. Change the title to bold, all caps.
2. Change the headline to bold, all caps.
3. Bold the location and date in the first paragraph.
4. Change the title, headline, body, and ending marks to double space.
5. Center align the ending marks.
6. Carefully proofread your work for accuracy and format.
7. Resave the file.
8. Print a copy of the document if required by your instructor.

Document Data 2

Contact: Tim Flaherty
Fundae Sundaes
125 Holden Avenue
New York, NY 10027
(555) FUN-DAES

Heading

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For Immediate Release — Title

Fundae Sundaes Announces Freeze Your Fridays — Headline

New York, NY March 15, 20__ Fundae Sundaes has announced its latest promotional campaign called "Freeze Your Fridays." This campaign runs every Friday through August 31 and offers their customers a double scoop ice cream cone for only \$2.50. This offer is valid on all flavors and can be served in a cup or cone.

Body

The popular ice cream shop has never offered this type of promotion. In the past, Fundae Sundaes has required customers to present a printed coupon for discounted cones. However, tough economic times have prompted the shop to take action. Co-owner Tara Flaherty says, "It's our way of saying thank you to our customers during these difficult economic times."

Owned and operated by husband and wife, Tim and Tara Flaherty, Fundae Sundaes started as a weekend ice cream cart at Atlantique Beach in Suffolk County, New York. Recently, the operation opened in Manhattan to provide homemade ice cream in the city. Co-owner Tim Flaherty says, "providing customers with great homemade ice cream at a super-discounted price lets people escape their work or school week by enjoying a Fundae Sundaes ice cream cone."

— Ending Marks