

Project #: W-7

Word Specialist

Level

Basic

Intermediate

Advanced



Project Title
Press Release

New Skills:

- Formatting a press release
- Using word count
- Using the thesaurus lookup function
- Formatting and aligning text



The Office
Specialist.com
The Microsoft Office Experts

Lettuce-Do-Lunch

Jazz My Wheels

College Concierge

Squeaky Clean

Lawn Enforcement

Word Specialist
Project #: W-7

Customer Name: Lettuce-Do-Lunch
Assigned to: You, the MS Word Specialist
Project Title: Press Release
Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 16.

Project Description
Lettuce-Do-Lunch, a small local restaurant, is about to kick off three new menu items that have been submitted by a student group at the local high school. The new menu items were the result of the school's recipe contest. Lettuce-Do-Lunch is excited about the new menu items and has decided to prepare a press release.
Your Job
As the Microsoft Word Specialist, you will prepare a press release to the local news media that will advertise the high-school students' new additions to the menu.
Tips and Strategies
<ol style="list-style-type: none">1. The local newspaper limits the number of characters that can be submitted to their paper to 2,500. Make sure you do not go over this number or they will eliminate your press release from consideration.2. An example of what your finished document should look like has been provided. Refer to this document for visual guidance as you complete the instructions. When you see an icon in the instructions, look for the matching icon in the finished document.3. Read through all of the instructions before proceeding with the project.

Instructions to the MS Word Specialist

1. Using Microsoft Word, open a new document.
 2. Save the document as **Project W-7 Press Release** in your "Word Projects" folder within the "Lettuce-Do-Lunch Projects" folder.
 3. Set the page size to 8.5 inches wide x 11 inches high with a 1 inch margin on all sides.
 4. Unless otherwise noted, the font should be set to Times New Roman 12 point.
 5. At the top right-hand corner of the page, insert the Lettuce-Do-Lunch logo from the "Logos" folder. Resize the logo so it is in proportion with the rest of your document as shown in **Document W-7**. See icon **A**
 6. In the upper left-hand corner across from the logo, insert a text box and key the contact information, left-aligned, single-spaced, point size 10, and bold, as shown in **Document W-7**. See icon **B**
 7. Double-space and key the heading, left-aligned, point size 12, bold, all caps, as shown in **Document W-7**. See icon **C**
 8. Double-space and key the introduction, left-aligned, point size 12, bold, all caps, as shown in **Document W-7**. See icon **D**
 9. Double-space and key the body of the press release as shown in **Document W-7**, left-aligned, point size 12, with a 0.5 inch tab indent at the beginning of each new paragraph (but do not indent the first paragraph beginning with the date). See icon **E**
 10. Use the thesaurus tool to find alternative words for the following two underlined words:
stage
enormous
- Note:** Select an alternative word and, in parentheses, insert the text.
11. Double-space and insert the symbols as shown to indicate the end of the press release. See icon **F**
 12. Use the word count feature to verify that your press release is under 2,500 characters.
 13. At the bottom line of your document, type the number of characters followed by the words "characters in the press release." See icon **G**
 14. Carefully proofread your work for accuracy and format. Be sure to check the final character count and verify that your press release is under 2,500 characters.
 15. Resave the file.
 16. Print a copy of the document if required by your instructor.

B Lettuce-Do-Lunch
James Hungry, Owner
1151 Main Street
Shore Point, CA 90001
Phone: 1-714-555-0313
Fax: 1-714-555-0313
JH@lettucedolunch.com
www.lettuce-do-lunch.com

A**C**

FOR IMMEDIATE RELEASE

D

LETTUCE-DO-LUNCH ANNOUNCES THE ADDITION OF THREE NEW MENU ITEMS CREATED AS A RESULT OF A RECIPE CONTEST BY OUR NEIGHBORING SHORELINE HIGH SCHOOL STUDENTS

E

<current date> - James Hungry's Lettuce-Do-Lunch Restaurant has added three new items to its menu, ranging from the classic to the original.

Lettuce-Do-Lunch is eager to share the reason why the three new items are being offered. During this past year, James Hungry has been getting lots of student requests and suggestions from the local Shoreline High School about adding more salad choices to its menu. At the beginning of the school year, a group of students met with Hungry about an idea they had that could help identify what would be the most requested salad by the school's student body—a recipe contest.

Hungry was open to the idea and agreed to add the winning salad recipes to the menu starting in January for the New Year. Well, the idea was so appealing to the student body, they got local businesses near the café to contribute prizes for the first, second, and third place winners. Hungry agreed to offer a free lunch combo for every entry that made it to the second round of the competition.

The contest was off and running starting October 1st. The contest was open until October 12th. One hundred and ninety recipes were submitted. With a group of student representatives as judges, that number was narrowed to 50. These 50 contestants were asked to make the salad, submit a picture, and include a description of how it tastes. A booth was set up and the students

were encouraged to come by to vote on the salad they found the most appealing and would most likely buy at the café.

Nine lucky contestants moved on to the final stage (insert alternative word) of the competition—the taste test. It was decided that the student body officers; the captains of the football, baseball, volleyball, tennis, swimming, golf, and basketball teams; and the jazz band members would be the taste testers. There were three favorites among that group that received enormous (insert alternative word) raves and they are the following: Crazy Chopped Salad, Beca's Signature Salad, and the Snowcrest Chicken Salad.

These amazing-tasting salads have proudly been added to the Lettuce-Do-Lunch menu and dedicated to the student winners who worked so hard at making sure their local eatery had something on the menu that represented their school's requests. These salads will remain a tribute to the school for years to come. Come one, come all and taste for yourself!

F ###

G _____ characters in the press release