

National Punctuation Day

Promotes better writing in schools and businesses



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The 5th Annual **National Punctuation Day** (NPD) will be held in schools and businesses across the U.S. on Sept. 24. NPD reminds us of the importance of proper punctuation for communicating clearly at school or at work. Visit the Web site to see how proper punctuation is celebrated with activities in schools across the nation to teach good writing skills to students. It's also a day to remind business people that poor punctuation can cost your business millions of dollars.

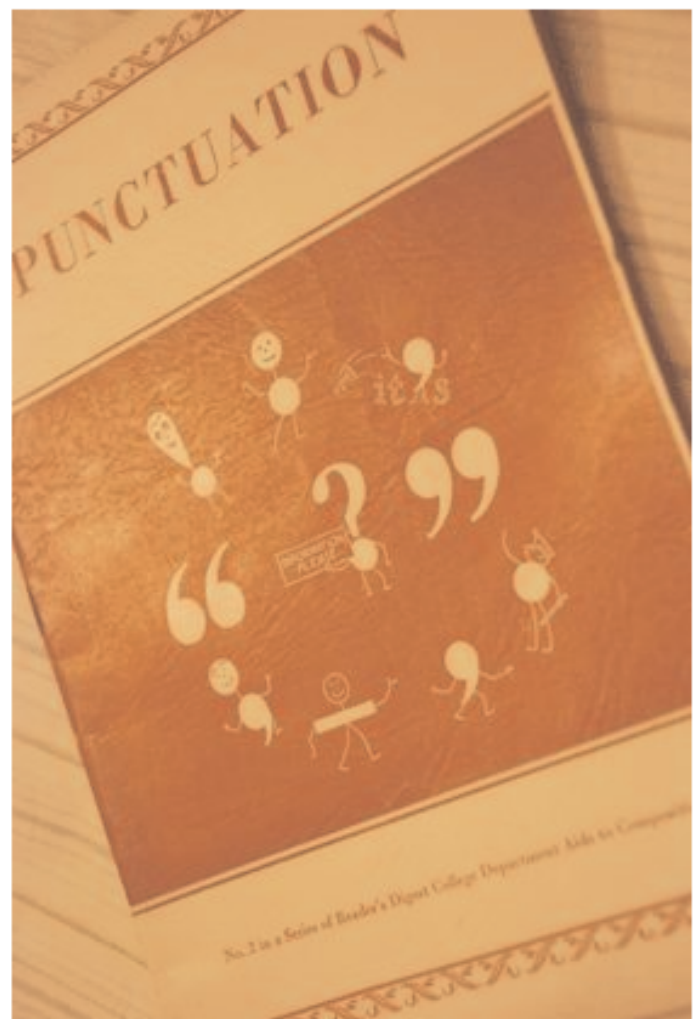
Rogers Communications, one of Canada's largest telecommunications companies, learned the hard way just how important proper punctuation could be when an attorney misplaced a comma in a contract with a company that agreed to lay Rogers's cables across the Maritimes. A Canadian court said ignorance of correct punctuation was no excuse and invalidated what was believed to be an ironclad five-year contract. That errant squiggle alone cost Rogers \$2.13 million.

"Punctuation has been devalued by a generation of computer wizards who ask, 'What's the point? Nobody writes in complete sentences anymore,'" says Jeff Rubin, founder of **National Punctuation Day**. "But the rules of proper punctuation haven't changed just because of computers," he said. "Casual shortcuts bred by e-mailing and text messaging have no place in professional business writing," Rubin says. "Words have power and help decision-makers form impressions immediately."

Clarity and attention to detail remain imperative. Careless punctuation mistakes cost time, money and productivity.

National Punctuation Day draws attention to the importance of proper punctuation. There are many different ways to participate in **National Punctuation Day**. *For more information visit*

www.nationalpunctuationday.com.



Proper grammar — Knowing how to use proper punctuation is not only important in schools, but in businesses as well. The 5th Annual National Punctuation Day will be celebrated Sept. 24.