

Exercise 3 Editing a News Release

The news release that follows was written for distribution to the national financial press and major daily newspapers. Edit the release as necessary to reduce wordiness and improve readability. Correct any errors in spelling, punctuation, or style.

FOR IMMEDIATE RELEASE

MAJOR FINANCIAL FIRM NAMES NEW PRESIDENT

Today, the Board of Directors of Connors-Walsh, Inc., one of the worlds premiere financial planning companies, voted to elect a new president and cheif operating officer of the firm.

Frances A. Kennedy was chosen to replace Allan Edwards, who has declared his retirement and will leave his current post after having served as president for a total of twenty years. Kennedy will assume her many responsibilities as president in a few weeks, on March 1.

Kennedy has the same sort of interests that the Connors-Walsh company does and a vast amount of financial planning and insurance knowledge since she has worked in the field for a number of years. Prior to joining Connors-Walsh, Kennedy was the Executive Vice President of Equity, Inc., a major life insurance company, for eight years, and also she served as a Top Executive for many other financial and estate planning organizations including Nathan-Thomas, Inc., an investment firm that has offices across the nation and throughout the U.S.

With a Bachelor's of Arts degree in history from Syracuse University and a Master's in Business Administration from Cornel U., Kennedy also is a member of many groups and organizations whose members work in the financial planning arena. These groups are the National Financial Planners Association, of which she was a former president and is still a member, the Boston Business Executives, the New England Insurance Association, a group she served on the board for, and the International Association of Investment Bankers.

Connors-Walsh is a leading provider of life insurance and business pension plans in the United States. The firm's services encompass a wide variety of different areas such as mutual fund management, real estate investment, and financial and correspondant brokerage services.