

MUPHRY'S LAW:

Your best proofreading efforts will always happen after you press 'send'



Let's face it.

It's the end of the year once more and Christmas is nearly upon us. Oh deer.

As we look back at the previous 12 months, it's snow joke that there have been considerable challenges for us all. But here at Proof Communications, we don't allow ourselves to get too Santa-mental because hey, it's not like we're rebels without a Claus, right? We have important copywriting, editing and proofreading to do.

And just like every other year, Yule be reassured to know that our focus will always be on helping our clients produce outstanding business communications that make fa-la-la-la-lasting impressions.

But wait, there's myrrh. To celebrate pudding up with another crazy year, why not enjoy this clutch of Noel Prize winning typos, grammatical mistakes and just plain old 'What the...?'

We promise they'll sleigh you.

From the team at PROOF COMMUNICATIONS



MOUTH-WATERING MENU OPTIONS

How can you resist?

'Chickenpox pie with French fries'

'Breakfast sandwich: two eggs, cheese, sausage patty and bacon on your choice of beard'

'Jalapenis chicken poopers, 8 for just \$2.99!'

'Try our delicious and swetty stuffed crepes!'

'Veggie bowl: green beans, baby carrot, broccoli and sweet porn'

'Scissor salad - \$10, Chicken scissor salad - \$14'

'FREE! Get a bottle of bears or can of Coke with every takeaway!'

'Ginger dumping. A delicious hand made fired dumping with ice cream'

'Pork loin in cream sauce, accompanied by roast potatoes and ass pegasus'

'Your choice of dressing: Ranch, Blue Cheese, Italian and Thousand Ireland'



READ ALL ABOUT IT!

Newspaper headlines and articles are fertile ground for mixed messages

'The attraction boasts the first open-air garden at sea, and FlowRider surf zones where guests can ride wives and 24 dining options'

'Man arrested after cops spot suspiciously small package in his undies'

'Students cook and serve grandparents'

'Cops see through crack in man's haemorrhoid tale'

'China may be using sea to hide its submarines'

'Worker suffers leg pain after crane drops 800-pound ball on his head'

'Iraqi head seeks arms'

'Arsenic in city water nothing to worry about'

'Astronaut takes blame for gas in spacecraft'

'Man accused of killing lawyer receives a new attorney'

'Reason for increase in births among teens remains unclear'

'Animal rights group holds meeting at steakhouse'

'Survey finds fewer deer after hunt'

'17 remain dead in morgue shooting spree'

MAKE A NOTE OF THAT!

Medical notes have long been known to shed a rather different light on just how a patient may be suffering...

'The patient refused an autopsy.'

'Patient reported he'd only had a bowl of cornflakes for breakfast.'

'When she fainted, her eyes rolled around the room.'

'Following the examination of her breasts we discussed her impending nasal surgery.'

'Large brown stool ambulating in the hall.'

'The patient lives at home with his mother, father, and pet turtle, who is presently enrolled in day care three times a week.'

'Doctor released Mrs Williams to outpatient department without dressing.'

'Patient was present when suppository was inserted.'

'The patient's faeces have the same colour as the doors on the 19th floor.'

'Patient experienced sudden onset of severe shortness of breath with a picture of acute pulmonary oedema at home while having sex which gradually deteriorated in the emergency room.'

'The patient was to have a bowel resection. However, he took a job as a stockbroker instead.'

'He had a left-toe amputation one month ago. He also had a left-knee amputation last year.'

'The patient has done well without oxygen for the past year.'



DRIVEN TO DISTRACTION

Clarity of message is vital, but not for these motor insurance claims!

'The car in front hit the pedestrian but he got up so I hit him again.'

'I pulled into a layby with smoke coming from under the hood. I realised the car was on fire so took my dog and smothered it with a blanket.'

'I thought the side window was down but it was up, as I found out when I put my head through it.'

'The accident happened because I had one eye on the lorry in front, one eye on the pedestrian and the other one on the car behind.'

'There was no damage done to the car, as the gate post will testify.'

'I was thrown from the car as it left the road. I was later found in a ditch by some stray cows.'

'One wheel went into a ditch. My foot jumped from brake to accelerator pedal, leapt across the road to the other side and jumped into the trunk of a tree.'

'In an attempt to kill a fly, I drove into a telephone pole.'

Answer on a claim form after the claimant collided with a cow: Q: What warning was given by you? A: Horn. Q: What warning was given by the other party? A: Moo.

'First car stopped suddenly, second car hit it and a haggis ran into the rear of second car.'



JOB APPLICATIONS

And you wonder why you never got an interview...

'I am an excellent copywriter with innate gift for proofreading.'

'Looking to quickly move forward in my career.'

'I'm what you'd call a natural born larder.'

'I'm a really hard walker.'

'I had sex professional jobs previously but am looking to branch out into something more worthwhile and permanent.'

'During my precious employment...'

'I lick books, films and swimming.'

'Interests: coking.'

'I'm confident that I'd be a really great ass for the right business.'

'Since graduating in 2011, I have...'

'I'd describe myself as a world class salesman.'

'I am a die-hard perfectionist.'

EMAIL FAILS

When it comes to typing emails, speed and spell-checks can be a real killer as these fine examples show...

'Brest regards —'

'Thanks for your seedy reply!'

'Apologies for any incontinence...'

'Thanks and have a lovely eek!'

'We look forward to seeing you. Kind regards'

'All the beast, Erica'

'I appreciate that you're very busy at the moment...'

'Have a lonely weekend!'

'Thanks for all your help, with out love'

FOR SALE OR HIRE

Classifieds always make for classic reading...

'Used cars: Why go elsewhere to be cheated? Come here first!'

'Waitress needed: Must be 18 years old with 20 years' experience.'

'Labour hire: Man, honest. Will take anything.'

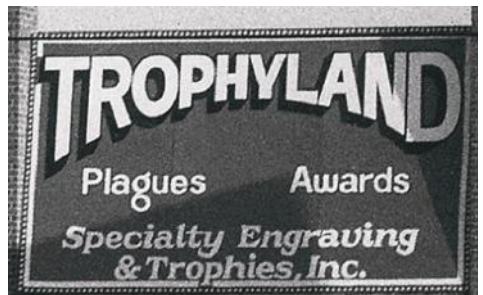
'Auto Repair Service: Free pickup and delivery. Try us once, you'll never go anywhere again.'

'Earrings: Now is your chance to have your ears pierced and get an extra pair to take home, too.'

'Custom dry cleaning: We do not tear your clothing with machinery. We do it carefully by hand.'

'Computer tech support: Call Tech-Busters! If you think your computer is malfunctioning now, wait until we get done with it!'

'Dog for sale: Eats anything and is fond of children.'



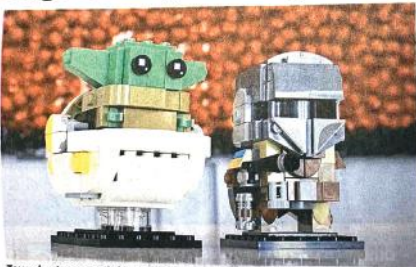
Protect your brand with Proof Communications' expert copywriting, editing and proofreading.

From one page to over 800, often with complex and sophisticated content, the documents we copywrite, edit and proofread all have one common theme: they reflect our clients' reputations and brands. Many are annual reports, RAPs, PDSs or fund-raising prospectuses; others are articles, award entries, major tenders or proposals.

Whatever the purpose of the documents, they require copywriting, editing and proofreading of the highest possible standards.

We work with well-known names from the world of business, including listed companies and thriving SMEs. Qantas, Lendlease, Brambles, Blackmores, Eden Brae Homes, the ACCC, Commercial Radio Australia and Credit Corp are just some of the leading organisations using our services. We invite Lego's PR company to get in touch, too!

Lego shuts gears to produce 13,000 face visors each day



Toy maker Lego says it has converted some of its molding machines to create safety equipment for health care workers during the pandemic. RICHARD DREW/AP

Cydney Henderson
USA TODAY

Lego, the company famous for its plastic building blocks, is using its resources to build protective gear for health care workers on the frontlines of the coronavirus pandemic.

The Denmark-based company announced on Instagram Thursday that it's producing more than 13,000 face visors a day for Danish health care workers after converting some of its molding machines to create the safety equipment.

"This week we began to make visors at our factory in Billund for healthcare workers on the frontline in Denmark," Lego wrote in its social media post. "We are so incredibly proud of the team who made this happen. They worked around the clock to create designs and make

moulds that can produce more than 13,000 visors a day. We are grateful to have such talented, dedicated and caring colleagues."

Lego accompanied the statement with behind-the-scenes photos of its visor production, created to provide extra barrier between health care workers' eyes and their patients.

This is not Lego's first act of kindness during the coronavirus pandemic.

Last week, the company announced a \$50 million donation toward relief efforts, including a contribution to charity Education Cannot Wait, "provides education for children everywhere."

"As million of families stay at the Lego Group and Lego Four have joined forces to help chi these unprecedented times," the company said on March 30.

www.proofcommunications.com.au

Tel: 02 8036 5532 Mob: 0411 123 216

rosemary@proofcommunications.com.au

©Proof Communications 2021



PROOF COMMUNICATIONS