

# Writing file

## Letters

### Salutation

*Dear Sirs* (BE) / *Gentlemen* (AE)

if you are writing to a company or organisation

*Dear Sir / Madam*

if you know the position, but not the name

*Dear (name)*

if you know the person's name

### Common titles

*Mr* for men

*Mrs* for married women

*Miss* for unmarried women

*Ms* for women if you don't know, or prefer not to specify, marital status

### Common abbreviations

*Re.* regarding

*pp* (on behalf of) when you sign the letter for someone else

*encs.* documents are enclosed with the letter

### Endings

*Yours sincerely*

if you know the person's name

*Yours faithfully* (not used in AE)

if you do not know the person's name

Sign the letter, then print your name and position under your signature.

Letters to strangers often begin with an explanation of the reason for writing. For instance, *Dear X, I am writing to ask...*

### FAR EASTERN AIRWAYS COMPANY LIMITED

Regent House, 5th Floor  
12/16 Haymarket London W1V 5BX  
Administration: 020 7285 9981  
Reservations: 020 7564 0930  
Fax: 020 7285 9984

15 February 2011

Mr Roberto García  
Universal Imports  
28 Whitechapel Court  
London  
E10 7NB

*Dear* Mr García

**Re: Roxanna Garbey**

Roxanna Garbey has been accepted for a position as Passenger Service Agent with Far Eastern Airways at Gatwick Airport.

In order for Roxanna to work at Gatwick, she must have a special pass which would permit her to visit high-security areas. She has given your name as a reference.

I would appreciate it if you could complete the enclosed form and return it to us as quickly as possible. She is due to start work with us on 15 March, but can only do so after we receive your reference.

Thank you for your cooperation. I enclose a stamped addressed envelope.

Yours sincerely



J. P. Dent  
Personnel Manager

In AE common endings are:

Sincerely  
Sincerely yours  
Yours truly

Followed by a comma

## Press releases

The aim of a press release is to draw a forthcoming event to the attention of the people who choose what is reported in the media. For commercial events like product launches, public relations agencies are often used to ensure good coverage in the relevant sections of the media.

Note that it's important to provide a contact name and address for further information.

### Press release

**For:** Business editors, national press; motoring press

**Release date:** 26 October

**Subject:** Revolutionary new car to be unveiled at Motor Show

After weeks of rumour and speculation, ITS will unveil their revolutionary new concept car at the Tokyo Motor Show on 3 November. The vehicle requires very small amounts of petrol and instead uses a combination of solar energy and hydrogen to power it. Massive public interest is expected in this vehicle of the future.

For more information, contact:

Sarah Wells, High Profile Communications  
sarah@hpc-centre.com

# E-mails

Be careful to type in all e-mail addresses accurately.

Bcc means 'blind copy' (a copy will be sent to this person, but other people will not know this).

<b>To:</b>	tom.hunt@promoworld.com
<b>From:</b>	Harry King
<b>Cc:</b>	mary.fowler@audiovision.com
<b>Bcc:</b>	claudia.stahnke@audiovision.com
<b>Subject:</b>	Friday's meeting

Tom

Just to confirm that we will be able to attend the meeting next Friday. I'll be with our Sales Director, Mary Fowler.

Harry

This style of e-mail is similar to a standard business letter. The ending can be the less formal *Best wishes* or *Best regards* or the more formal *Yours sincerely*, depending on how well the writer knows the recipient.

<b>To:</b>	John Waters (John.Waters@sitco.com)
<b>From:</b>	Peter Lewis
 <b>Subject:</b>	Extension of trading agreement

Dear Mr Waters

It was very good to see you again at our meeting in Paris on 16 July. I hope you had a safe journey home afterwards.

We agreed that your company will continue to represent us and to promote the full range of our services throughout Europe, the Middle East and North Africa for three years, with effect from 1 August. During this period, we expect to see an increase of at least 15% in the value of business we do in this region.

Full details of the payment we will make and the expenses we will cover are included in the attached agreement. Can you please check this and, if all is in order, sign and return one copy of the agreement to me.

*We look forward to continuing* to develop our business in the region in association with yourselves.

Best wishes  
Peter Lewis  
Managing Director  
Mesnik Professional Services  
397 City Lane  
London EC2 3RW