



# *Atwood's Printing* press release

Timely Information and a Good Mix of Fun from the gang at Atwood's Printing.  
may.09.

[www.atwoodprint.com](http://www.atwoodprint.com)



## Laughter: The Best Medicine

Feeling run down? Need a boost in mood or energy? Laughter not only brings joy into your life, it can also provide additional benefits, including:

- *Improved mental and emotional health.* Humor can lower stress, dissolve anger, and help avoid loneliness. Laughter triggers the release of endorphins, which produces a general sense of well-being.
- *Lowered blood pressure.* Frequent laughs generally have lower blood pressure. When laughing, breathing becomes deeper, which sends oxygen-enriched blood and nutrients throughout the body.
- *Workout for your body.* Hearty laughs provide a workout for your diaphragm, abdominal, respiratory, facial, and back muscles. Not only does laughing give your midsection a workout, it can also benefit digestion and absorption functioning as well.
- *Enhanced learning.* Laughter stimulates both sides of the brain, which can enhance learning. It eases muscle tension and psychological stress, and this keeps the brain alert

and allows people to retain more information.

- *Chemical improvements.* Laughter decreases stress hormones and increases infection-fighting antibodies. It increases our attentiveness, heart rate, and pulse.
- *Fostering a connection to others.* Sharing a good laugh with family, friends, and coworkers can be the easiest way to break down tension and feel comfortable around others.

How can you incorporate humor into your everyday life? Interact with an uplifting friend or coworker. Read a humorous article or book. Watch a funny television show or movie. Think back to stories that make you laugh, and focus on positive blessings in your life.

Whether or not laughter will cure your ailments, it's definitely worth a try. The prescription is free, and the results may astonish you. Have fun and laugh it up!

For more information, visit  
[www.psychologytoday.com](http://www.psychologytoday.com).

## wise words

“Do not let what you can't do interfere with what you can do.”

—John Wooden



## Color Copies

Color Your World!

Do you want stunning copies that draw attention, but can also be done within a quick turnaround time? Color copies are the way to go! Color copies are more appealing, and they will help your company promote your brand and products. You can't go wrong with color copies!

*Atwood's*  
*Printing*

5635 S. Laburnum Avenue  
Richmond, Virginia 23231  
ph. (804) 226-1500  
fax. (804) 222-0007  
[www.atwoodprint.com](http://www.atwoodprint.com)



Bret Atwood

Benjamin Franklin was known for writing many words of wisdom. He used his printing press to share his advice with his fellow Americans, hoping it would provide guidance for living their daily lives. Not only was Ben a motivational influence to many people in the 1700s, but his legend lives on today.

Ben said "Keep thy shop clean, and thy shop will keep thee." We believe this to be true in any industry. We take great pride in our profession, and hope our quality work reflects well on your image as well.

## Tonto Natural Bridge State Park

Hidden in a small valley surrounded by a forest of pine trees, Tonto Natural Bridge is the world's largest natural travertine bridge. Located just north of Payson, Arizona, the bridge is 400 feet wide and arches 183 feet above sparkling Pine Creek.

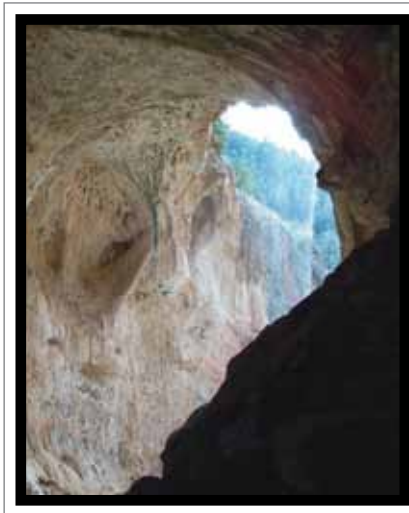
Despite its great size, the bridge is not immediately apparent to visitors. Its location between the canyon walls is covered by a beautiful meadow that almost camouflages the presence of this natural wonder. Pine Creek flows under the natural bridge and continues downstream through a wider canyon.

The state park is a treat for basic sightseers and thrill-seeking canyon explorers alike. Visitors can enjoy easily accessible lookout points from above the bridge, or hike below using a variety of rain-forest-like trails to capture the enormous size and beauty of this geological wonder.

There are three short walking trails in the park that allow visitors to get a good look at the bridge and the surrounding meadow. The Gowan Trail, named for the park's 1877 Scottish discoverer, is very steep. While hikers may scramble

in spots, it's worth the effort when they come upon the backside of the enormous natural bridge.

The excitement continues with a trip through the cool, echoing, cave-like massif, which brings hikers back into the daylight on the observation deck at the creek bottom. Make sure you look up to see dripping stalactites and the remnants of an old, handmade ladder high



Tonto Natural Bridge State Park, Arizona.

on a rocky shelf.

Tonto Natural Bridge State Park offers an up-close look at one of the country's most unique landforms.

For more information about visiting this natural wonder, go to [www.americansouthwest.net/arizona](http://www.americansouthwest.net/arizona).

## {wellness}

### Pain in the Neck?

The neck is particularly vulnerable to stress and strain. When our muscles tense, the blood supply to the muscles decreases, causing pain and forcing the muscles to tense further. Try incorporating the following tips to relieve neck pain in your daily routine:

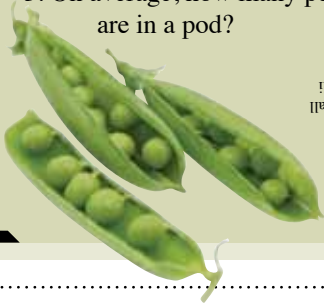
- Sit up straight. Keep your head back, centered over your spine. Adjust your chair so that your computer monitor is at eye level, or use a monitor stand to raise your screen.
- Use a headset. Avoid holding the phone between your ear and shoulder.
- Stretch. Roll your head around gently to stretch your neck muscles. Pull your shoulder blades together and relax.
- Check your pillow. Use a pillow that supports the curve of your neck, and avoid sleeping on your stomach, since this position puts pressure on your neck.
- Alternate heat and cold treatments. Reduce inflammation by applying an ice pack or ice wrapped in a towel. Heat can help relax sore muscles, but it sometimes aggravates inflammation, so use it with caution.

For more information, visit [www.spine-health.com](http://www.spine-health.com).



## {terrific trivia}

1. What was the first sport broadcast on television in the U.S.?
2. What is the only U.S. state that grows cacao beans?
3. On average, how many peas are in a pod?



1. Baseball  
2. Hawaii  
3. Eight



## Tips to Create Your Printed Masterpiece

There are many things to keep in mind when creating a quality printed product. While there are endless combinations of colors and special effects that can be printed or displayed on a screen, the image you see on your monitor does not necessarily reflect the image you will get from a final printed product.

Here are a few dos and don'ts for when you create your printed masterpiece:

- Don't create documents on a larger size paper and draw in crop marks.
- Do create your document the same size as the piece will print. For example, if the finished size of a job is 7 1/4 x 10 1/2, don't create the job 8 1/2 x 11.
- Don't stylize fonts by using shortcuts for bold, italic, underline, etc.
- Do use fonts that are available in your pull-down font menu.
- Don't copy and paste graphics into your document, as it will not create a link.
- Do import graphics into your document.
- Do use a bleed of at least 1/8" over the edge of the page if you desire printing to go to the edge of the page.
- Do use high-resolution images.
- Don't create in CMYK if the color is spot color.
- Don't use Microsoft programs such as Word, Publisher, or Powerpoint for desktop publishing. Instead, have a designer recreate it in a program such as InDesign, Quark, etc.

If you'd prefer to avoid the technicalities, we will gladly handle your project from start to finish. Just give us your idea, and we'll bring it to life!

☼ Visit us at [www.atwoodprint.com](http://www.atwoodprint.com) to see the many ways we can help you.

## Gutenberg's Army®



## {top 10 list}



### Top 10 Deadliest Animals (according to *LiveScience.com*)

- |                             |                                   |
|-----------------------------|-----------------------------------|
| 1. Mosquito                 | 6. Australian saltwater crocodile |
| 2. Asian cobra              | 7. Elephant                       |
| 3. Australian box jellyfish | 8. Polar bear                     |
| 4. Great white shark        | 9. Cape buffalo                   |
| 5. African lion             | 10. Dart frog                     |

## {ben's friends}



- A wise man will make more opportunities than he finds.
- He who angers you conquers you.
- Never fear shadows. They mean there is a light shining somewhere.
- Laughter is the closest distance between two people.



The kitchen is one of the most frequently used rooms in any house. It is also one of the most energy-consuming rooms. Here are some tips for conserving energy while in the kitchen:

- When you only need a small amount of water, use the cold water faucet. Using the hot water faucet uses energy to heat the water—even if you're not getting hot water.
- If you need a new gas stove, choose one with an automatic ignition system. Without a pilot light constantly burning, you will save on energy costs.
- Be sure your gas appliances have blue flames, as this indicates efficiency.
- Clean your refrigerator coils twice a year.

☼ More at: [www.energystar.gov](http://www.energystar.gov)



Want to inform your customers and prospects? We'll help you create attention-grabbing marketing materials to help you spread the word.

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## can you guess the year?

- Jesse Ventura is elected governor of Minnesota.
- Elton John is knighted by Queen Elizabeth II at Buckingham Palace, London.
- Microsoft antitrust trials begin.
- U.S. President Bill Clinton is impeached.
- NASA announces that John Glenn will return to space on space shuttle Discovery.
- Super Bowl XXXII: the Denver Broncos beat the Green Bay Packers, 31-24.
- The Winter Olympic Games open in Nagano, Japan.
- All California bars, clubs, and card rooms become smoke free.



The unforgettable cast of *Seinfeld*.

- After nine years on the air, the series finale of the television sitcom *Seinfeld* airs on NBC.
- Charlton Heston assumes the presidency of the U.S. National Rifle Association.
- Google, Inc. is established.
- Dennis Rodman and Carmen Electra are married in Las Vegas.
- Ford Motor Company announces the buyout of Volvo cars for \$6.45 billion.

The year was 1998.

## {recine}

### Cream-Puff Cake

- |                                |                              |
|--------------------------------|------------------------------|
| 1 cup water                    | 3 (3.5 oz.) packages instant |
| 1/2 cup butter                 | vanilla pudding mix          |
| 1 cup all-purpose flour        | 1 (12 oz.) container frozen  |
| 4 eggs                         | whipped topping, thawed      |
| 1 (8 oz.) package cream cheese | 1/4 cup chocolate syrup      |
| 4 cups milk                    |                              |

Preheat oven to 400°F. In a large heavy saucepan, heat butter and water to boiling over medium-high heat. Add flour and reduce heat to low. Cook and stir until it forms a ball and pulls away from the pan. Remove from heat and transfer to a large bowl. Beat in eggs, one at a time, beating well after each egg. Spread mixture in bottom and up the sides of an ungreased 9x13-inch pan. Bake at 400° for 35 minutes. Cool completely. To make the filling: In a large bowl, combine cream cheese and milk, and beat until smooth. Add pudding mix and beat until thickened. Spread over cooled shell. Top with whipped topping, drizzling chocolate syrup over the topping.

Miley Cyrus was born on November 23, 1993 in Nashville, Tennessee. She grew up watching the performances of her father, country music star and actor Billy Ray Cyrus. After gaining experience as an extra on some of her father's shows, she earned a recurring role opposite him on the show *Doc*, and a part in Tim Burton's film *Big Fish*. But the role that catapulted her to screen and singing stardom began in 2006 when she was cast as the title character on the Disney Channel's *Hannah Montana*.

**twitter**

<http://twitter.com/atwoodprint>

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## Atwood's Printing

Published at:  
5635 South Laburnum Avenue  
Richmond, Virginia 23231

### How to reach us:

#### Phone

804-226-1500 Local  
804-226-1500 24-hour voice mail

#### e-mail

Letters to the editor  
[bret@atwoodprint.com](mailto:bret@atwoodprint.com)  
Customer Service  
[mail@atwoodprint.com](mailto:mail@atwoodprint.com)

#### Fax

804-222-0007

#### Web

[www.atwoodprint.com](http://www.atwoodprint.com)  
[twitter.com/atwoodprint](https://twitter.com/atwoodprint)



### Using Less Paper

Computerized prepress operations cut down on the use of paper and other disposable products.