

---

A colon (:) is a punctuation mark used to introduce a list, an explanation, an example, or a quotation. It is also used in the greeting of a business letter.

- 1.

4. Use a colon to introduce a direct quote.

**Example:**

The lecturer offered an honest sound bite to the audience: “If you want to make a difference, you must take a risk.”

5. Use a colon to follow the greeting of a formal business letter even when addressing the person by his or her first name.

**Examples:**

Dear Dr. Jones:

Dear Sarah:

Change the following phrases or sentences to incorporate colons properly.

1. Send application materials to: 1648 Mariposa St, New York, NY 1003.
2. To Whom It May Concern
3. The presenters at the 2012 symposium included: an architect, an entrepreneur, and a bio-medical engineer.
4. The factors contributing to childhood obesity include: diet, exercise habits, and genetic background.
5. Sally could not speak. She was stunned.

*Answer Key for Activity*

1. Send application materials to this address: 1648 Mariposa St, New York, NY 10003.
2. To Whom It May Concern:
3. The 2012 symposium included a variety of successful presenters: an architect, an entrepreneur, and a bio-medical engineer.
4. There are three main factors contributing to childhood obesity: diet, exercise habits, and genetic background.
5. Sally could not speak: she was stunned.