



News Release

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For Immediate Release

ZWO Completes Pro-Bono 10-Year Anniversary Campaign for Hoops of Hope

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ZWO [formerly Woodward & Zwolinski] has completed a pro-bono anniversary campaign for Hoops of Hope, a global fundraising organization that raises money through basketball free-throw marathons held all over the world. Over a ten-year period, money raised by "an estimated 40,000 people in more than 25 countries" has been donated to a community feeding center in Malawi, a new computer lab in Zambia, children's dormitories in Twachiyanda, a water system in Kenya, a school in India, a medical clinic in Zambia, and many other projects -- all through the game of basketball.

ZWO's pro-bono contributions to the celebration included website campaign design, video production, booth banner displays, flyers, t-shirt design for free-throw marathon participants, and design for the "pass the ball" signature basketball. ZWO also provided development and implementation for email and social media campaigns.

"ZWO has chosen to focus our volunteer and pro-bono commitments on organizations that help young people," says Tina Zwolinski, CEO of ZWO. "For ten years, Hoops of Hope has served young people -- particularly orphans -- with fundraising for projects in many countries around the world. In

addition, young volunteers here in the States have been enthusiastic about this simple way of raising money -- organizing and participating in local basketball free-throw marathons."

Hoops for Hope was founded in 2004 by 10-year-old Austin Gutwein in order to help children who had lost their parents to AIDS. Since then, Hoops of Hope marathons have been held throughout the United States, Asia and Europe.

ZWO is a branding & marketing firm that engages brands and consumers in remarkable ways. We work to transform our clients' customers into communities of thoughtful, involved, passionate brand advocates. ZWO accomplishes this by implementing cause, community, customer experience, influencer, and word of mouth marketing -- particularly using web, social media, and web 2.0 tools. The company's expertise in strategic counsel, marketing direction, and brand development for local, state-wide, national, and international clients has allowed it to serve clients in diverse industries, including apparel, student housing, retail, sports, senior life, events, youth, and non-profit segments. For more information on ZWO visit <http://www.betalkable.com> or contact them at 864.509.1057.

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