



News Release

For Further Information Contact: Sarah Hey, Media & Public Affairs Liaison, ZWO
c: 864.346.4494 e: sarah@penpointe.com

For Immediate Release

ZWO Partner John Zwolinski Elected to CLEAR Board

Greenville, South Carolina – September 16, 2014

John Zwolinski, COO and founding partner

at ZWO [formerly Woodward & Zwolinski], has been elected to the board of the Center for Living Environments and Regeneration [CLEAR], headquartered in Fort Collins, Colorado. The national non-profit organization focuses on moving beyond environmental sustainability towards environmental balance and regeneration, "a way of living that restores our natural resources, builds a self-sustaining economy, and improves the human condition." Zwolinski will chair the organization's communication committee, advising the CLEAR team on the development of a variety of communications materials and tools, as well as updating the organization's identity and website.

"CLEAR offers a different way of looking at both natural and built environments, first by focusing on the regenerative aspects of an environment, and then by creating the tools to help people engage with regenerating specific systems," says Zwolinski. "So CLEAR's tools and processes can have an impact on everything from community rebuilding after a disaster, to urban renewal, to historic renovation, to rural preservation, to master planned communities."

Zwolinski has a 19-year career in brand development, marketing, and strategic counsel, beginning with his work at Sports Unlimited in sports promotion, brand awareness, and event

coordination with NBA and NFL athletes. Since joining ZWO as a founding partner, he has served as the guide for the brands of some of ZWO's most significant clients in apparel, student housing, youth, and non-profit segments, providing strategic counsel and direction, conducting strategy sessions, managing complex promotional and advertising campaigns, and leading key shifts in brand direction, formation, and growth.

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.

###