



News Release

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For Immediate Release

ZWO Adds Designer Sarah Leugemors To Staff

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ZWO [formerly Woodward & Zwolinski]

has hired Sarah Leugemors as a graphic designer. Leugemors, who graduated from Anderson University with a BA in art and a concentrate in graphic design, will work with several of ZWO's student housing brands. Her design work while a student was awarded two Silver ADDYs, and she served as the editor of the university's student publication *Ivy Leaves*.

"So often our time and energy in mentoring design students in our summer internship program is returned to us later on in a new hire," says Tina Zwolinski, CEO of ZWO. "Sarah is one such valuable addition. She interned with ZWO in the summer of 2013, and we are thrilled to have her back, this time as a full-time employee. Her talents as a designer and a photographer will serve our clients' consumer branding needs well."

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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