



## News Release

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

### For Immediate Release

#### Reinhard Joins ZWO As Writer

Greenville, South Carolina – June 9, 2015

ZWO [formerly Woodward & Zwolinski] has hired

Mercedes Reinhard as a writer. Reinhard's focus will be copywriting for all of ZWO's brands, as well as digital content creation, planning, and content strategy. Prior to joining ZWO she served stints at agencies throughout Florida and the Carolinas as a writer for Kennedy Space Center, Colonial Williamsburg, Barcelo Hotels & Resorts, Michelin, Flat Rock Playhouse, and Paradee Hospital, among other brands. Reinhard graduated from the University of Central Florida with a BA in Advertising/Public Relations.

"We are thrilled to have Mercedes with us at ZWO," says Tina Zwolinski, CEO and founder of ZWO. "We'd been searching for some time for a writer to add to our creative team and she has been a wonderful find for us. We place a high premium on creative and team fit at ZWO and Mercedes already has added a fresh, thoughtful voice to our brand development."

*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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