

News Release

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For Immediate Release

Woodward & Zwolinski Wins Greenville Chamber Leadership Development Project

Greenville, South Carolina – April 30, 2012 Woodward & Zwolinski [zwo] has been selected to provide strategic counsel, marketing direction, and brand development for the Leadership Development programs of the Greenville Chamber of Commerce. Project components will include phases in research, branding, identity, and communication planning.

“The Greenville Chamber has been a part of Woodward & Zwolinski's success – and indeed the success of many other Upstate companies – for many years now,” says Tina Zwolinski, CEO of zwo. “Particularly their efforts in leadership development have grown and flourished. They offer a menu of options, from Youth Leadership Greenville, to PULSE, to Opportunity Greenville and Leadership Greenville, and the councils and committees that support those programs. We're looking forward to working with the Chamber leaders more closely on these initiatives and bringing greater awareness of the excellence of their leadership development programs to the wider community.”

As a brand consulting & business development firm, zwo works to transform its 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, events, youth, and non-profit segments. For more information on zwo visit

<http://www.wozwo.com/> or contact them at 864.630.6670.

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