

# News Release

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## For Immediate Release

### **Tina Zwolinski, CEO of Woodward & Zwolinski, To Serve As Advisory Member of Leadership Greenville Alumni Board**

*Greenville, South Carolina – November 1, 2011* Tina Zwolinski, CEO of Woodward & Zwolinski [Wozwo] and graduate of Leadership Greenville's Class 37, has been asked to serve as an Advisory Member of Leadership Greenville's Alumni Board on the communications committee. Founded in 1973, the program prepares local leaders for deeper, more informed involvement in the community.

“Leadership Greenville is such a solid, substantive program that I wanted to remain involved in some way,” said Zwolinski. “The program provides immersion in the practical details of how the Upstate works, but beyond that, I met so many leaders who are doing great things in the community and at work. This is a chance to give back to a program that gave me some wonderful relationships.”

Woodward & Zwolinski has won gold and silver American Advertising Federation awards, various Matrix awards, and 2009 and 2010 PICA awards. Zwolinski is a winner of Greenville's Best & Brightest award and is serving a second term on the board of the Langston Charter School.

*As a brand consulting & business development firm, Wozwo works to transform its clients' customers into communities of thoughtful, involved, passionate brand advocates. Wozwo 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, sports, events, youth, and non-profit segments. For more information on Wozwo visit*

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