

News Release

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For Immediate Release

Woodward & Zwolinski Completes Pro-Bono Branding Initiative for Langston Charter Middle School

Greenville, South Carolina – July 9, 2012 Woodward & Zwolinski [ZWO] has completed a pro-bono rebranding initiative for Langston Charter Middle School. The project included a new logo and letterhead design, sports team mascots, leadership awards, and special t-shirt designs for sports teams and the school's community service day. Langston Charter focuses on core academics, small single-gender classes, leadership training and community service, ethical conduct, patriotism, and parent involvement.

"We made a decision some years ago to focus ZWO's pro-bono efforts in service of young people," says Tina Zwolinski, CEO. "So we offer volunteer strategic counsel, creative production, and service work for quite a few youth organizations in South Carolina as well as internationally -- Pendleton Place, Hoops of Hope, a global fundraising organization for orphans, and New Life Children's Home and Mobile Soup Kitchen in Peru, among others."

"Much of our marketing focus for our clients is the youth audience -- Millennials, Gen-Y, and the iGeneration segments. And part of that is simply because we enjoy working with them and helping others understand their needs and dreams."

Woodward & Zwolinski has won gold, silver, mosaic, and special judges American Advertising Federation awards, various Matrix awards, and 2009 and 2010 PICA awards. Zwolinski was selected as one of Greenville's Best & Brightest, is a graduate of Leadership Greenville's Class 37, and serves as an advisory member on the communications committee of Leadership Greenville's Alumni Board.

As a branding & 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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