

## News Release

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### For Immediate Release

#### **Woodward & Zwolinski Completes Pro-Bono Project for SOS Children's Villages Jamaica**

*Greenville, South Carolina – October 16, 2012* Woodward & Zwolinski [ZWO] has completed a pro-bono t-shirt design project for SOS Children's Villages Jamaica's annual summer soccer camp. Founded in 1970 and featuring more than a dozen family homes and youth facilities in two different Jamaican cities, SOS Children's Villages Jamaica provides a permanent home to children who are orphaned or abandoned and prepares them for an independent life. The bright orange shirts with sky-blue accents were gifts to the summer camp participants.

"At ZWO, we focus our pro-bono efforts on youth charities and service organizations," says Tina Zwolinski, CEO. "We select both local organizations -- like Pendleton Place and Langston Charter Middle School -- and international organizations for our volunteer activities. We chose SOS Jamaica some years ago for ongoing service projects, since they offer such an important, long-term, and intensive service to the most vulnerable, young children without families."

"Of course, it helps that much of the marketing expertise we offer our clients is in reaching the youth audience. We like the Millennials, Gen-Y, and the iGeneration segments -- and as everybody knows with international youth, they do love their "football," so helping them with their soccer camp shirts was an easy call."

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 on the board of Langston Charter Middle School and 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*

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