



News Release

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For Immediate Release

ZWO Launches Internship Program, Web Presence "Fivers" for South Carolina College Students

Greenville, South Carolina – February 6, 2014 ZWO has launched its college internship program "Fivers" for college students who have completed their sophomore, junior, or senior years, complete with online application and other details at betalkable.com/fivers. The 10-week summer program offers internship slots in graphic design, videography/photography, copywriting and social media, and marketing/account management. The name "Fivers," an informal term in shortwave radio representing the best in signal strength and clarity, was chosen because the program emphasizes helping college students produce the strongest creative solutions for companies and brands.

"I think the strength of the program is that we make certain that interns are working on real-life projects, for real clients," says CEO of ZWO Tina Zwolinski. "So they will build a varied, solid portfolio and gain excellent work experience, while working with some incredibly talented designers, writers, and marketing strategists at ZWO who have made their careers in branding and marketing."

"On our side, ZWO gets to work every year with young people in college, listen to their viewpoint, and gain valuable insights into one of our key areas of expertise and target market -- youth and the millennial generation."

The 2014 program lasts from May 19 to August 1, and the application deadline for the program is March 7, 2014. Students may find an online application form, and more details about Fivers and ZWO at betalkable.com/fivers.

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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