

# News Release

For Further Information Contact: Sarah Hey, Media & Public Affairs Liaison, ZWO  
c: 864.346.4494 e: Sarah@PenPointe.com

## For Immediate Release

### ZWO Adds Designer To Staff

*Greenville, South Carolina – December 26, 2013* ZWO [formerly Woodward & Zwolinski] has hired Rachel Spoon as a graphic designer, deepening the company's creative branding team. Spoon graduated from Anderson University with a BA in graphic design and served as the university's co-editor of the Spring 2012 *Ivy Leaves Journal of Literature & Art*. Spoon's work has earned an AAF District 3 Silver ADDY Award, two AAF Greenville Silver ADDY Awards, and an AIGA National Flux Award.

"One of our strengths is the stability of our creative team here at ZWO," says CEO of ZWO Tina Zwolinski. "That kind of consistency in an industry that typically entails so much turnover allows us to develop a long brand history with our clients, and allows our clients to rely on team members over the years. We hire carefully and thoughtfully, and are confident that Rachel's talent and character are a great fit for our culture. As we grow, we increasingly rely on the wonderful options that Greenville provides us for work and play, and our own company's creative freedom to attract great employees."

*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, events, youth, and non-profit segments. For more information on ZWO visit*

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

###