



News Release

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For Immediate Release

ZWO Selects Three for "Fivers" 2014 Summer Internship Program

Greenville, South Carolina – June 29, 2014 ZWO [formerly Woodward & Zwolinski] has selected three students, two graphic design interns and one account management intern, from more than fifty applications for its annual summer intern program "Fivers." The 10-week summer program emphasizes real-life projects with real clients, and allows interns to build a solid portfolio, gain excellent work experience, and receive mentorship from outstanding professionals in marketing, design, and branding; the 2014 program will also include attendance at a summer event with the Charlotte AIGA chapter, a professional association for design.

Kenny Keller, who offers charity freelance design for The Lot Project in Anderson, is majoring in graphic design at Anderson University. **Charis Marshall** has served at design internships at Oobe, a uniforms and apparel company, and Ironwood Christian Camp. She graduated in May 2014 with a Bachelor of Fine Arts in graphic design from Bob Jones University and received a 2013 Silver Addy award for design. An avid international traveler, **Meredith Rice** is pursuing a major in business with a concentrate in marketing at Anderson University. Her past experience includes work on a South Carolina political campaign.

"One of our key areas of expertise for our clients is in business to consumer marketing to

millennials and iGeneration youth," says CEO of ZWO, Tina Zwolinski. "From our research efforts, to our corporate volunteerism, to our client choices, we have focused on young people. The excellence and depth of our summer intern program reflect that focus and interest."

"We are thankful for the more than 50 applications we received this season from Ohio, Iowa, Maryland, Tennessee, North Carolina, and from as far away as California. We are looking forward to offering our experience to Kenny, Charis, and Meredith, and to gaining valuable insights from them as well."

The Fivers program, named for an informal term in shortwave radio representing the best in signal strength and clarity, offers internship slots in graphic design, videography/photography, copywriting and social media, and marketing/account management. The application opening date for the 2015 program begins November 15, 2014 and closes February 28, 2015. Students may find 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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