



PHOTO AVAILABLE: Sunbury Resident and Bloomsburg University Student Lane Kieffer Driven by Her Experience to New Jersey Company, World Internet Marketing, Inc.

For Immediate Release

SUNBURY, Pa./EWORLDWIRE/June 27, 2007 --- For college students evaluating the prospects of a career after completing a final year of college, the summer preceding graduation often leads them to an internship where they can gain experience in the field of study they've been pursuing and learn more about themselves and their specific interests. For Lane Kieffer, this desire for the right internship required more than personal drive - it also required sitting behind the wheel for the two-hour or so commute to Northern New Jersey.

To meet Bloomsburg University requirements, the communication major/marketing minor made the commute to New Jersey once a week and stayed overnight at local hotels. Lane chose the internship with World Internet Marketing, Inc. because of the strong program that was offered. Over the course of the summer, she has been exposed to editing and distributing press releases, has contacted journalists and researched their beats, and has practiced producing video press releases. Her primary project has been in researching the development of a Web site for the company that will focus on travel news and packages for business travelers.

"I have gained a much broader understanding of the intricacies of marketing," Kieffer said. "This first-hand experience of the inner workings has given me a better idea of what I would like to do after completing my senior year at Bloomsburg."

Since its founding on April 19, 1996, World Internet Marketing Inc. has successfully assisted other companies in a variety of ways - initially with Web presence development and writing services, to growing into a full newswire service with distributions of news to media around the globe. The thriving company has maintained its roots in Succasunna, N.J., and has had as many as 14 interns most recently during the summer of 2006 from schools such as Tufts, Vassar, Penn State, University of Connecticut and Seton Hall. Students come from both four-year and two-year programs; some begin with only a year of college behind them, while others are fulfilling their final graduation requirements. All learn from and directly contribute to the growth of the business in the marketing industry, while the company gains the talents and skills, and current knowledge of students in disciplines ranging from technology to marketing and graphic design.

Students interested in learning more about internship opportunities can visit '<http://www.wimcareers.com>'. To learn more about the company's services, visit '<http://www.eworldwire.com>'.

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