



## Milwaukee Aging Consortium

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#### **Distribution:**

##### **Website:**

Web-site traffic averages 1400 visits per month and 385 visitors per month. Total annual visits over 16,000 and has increased by 25% since the start of the year. Content includes news, resources, community calendar and other information of interest to the Milwaukee aging community in a web blog. No one else in Milwaukee is providing this type of local news information on a regular basis for professionals related to aging.

##### **Ebrief**

Ebriefs are sent out 75 times per year on average or six times a month, to a listing of over 1,200 people working with the elderly in the Greater Milwaukee community, resulting in 90,000 impressions per year. Content includes bulletins about local programs aging, upcoming events, policy news and more.