

Cutting-Edge Technology Will Improve Efficiency of Constituent Communications

(FORT LAUDERDALE) - Congressman Allen West (R-FL) announces the launch of a new online constituent outreach program today, enabling him to reach thousands of his constituents more efficiently and cost-effectively.

The outreach program will utilize online advertising and state-of-the-art software technology developed by Boca Raton-based ion interactive to promote the Congressman's work in Washington as well as his communications and email newsletters.

Online advertising is not only more cost-effective and ecologically-friendly than traditional paper mail, but the program will provide more relevant information to constituents, by better targeting their concerns and issues.

"We have a duty to communicate with our constituents, but we have a responsibility to ensure we are using the most cost-effective methods available," West said. "New media technology gives us unprecedented opportunities to open up a dialogue with our constituents and help us better represent them in Washington. We're pleased to utilize technology developed by a successful small business right here in our district."

Founded in 1998, ion interactive employs 27 people in its Boca Raton headquarters, and last year was ranked # 202 in the Inc. 500 list of fastest growing private companies. The company's "LiveBall" software platform is used by hundreds of global companies to create and optimize landing page programs for hundreds of millions of visitors.

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