By William Gibson

Partly to save costs, South Florida Congressman Allen West announced the launch on Monday of a new online “constituent outreach program," saying it would serve constituents more efficiently than sending mail.

He will use online advertising and software technology developed by Boca Raton-based *ion interactive*
to promote the Congressman's work and send email newsletters.

"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.

Founded in 1998, *ion interactive* employs 27 people in its Boca Raton headquarters

http://weblogs.sun-sentinel.com/news/politics/dcblog/2011/11/allen_west_shifts_from_mail_to_1.html