

## **Press Release: UK's leading over 45s/50s website hits 3 million mark**

### **Internet-savvy baby boomers give Wise Owls' website flying start**

A website dedicated to campaigning for older peoples' rights has topped the 3 million hits mark while also recording more than 250,000 unique visitors.

Wise Owls - a group based in east London which campaigns against ageism and helps to find employment for people aged 45 and over - recently re-designed and relaunched its flagship website ([www.wiseowls.co.uk](http://www.wiseowls.co.uk)) and visitor numbers doubled. The unique website now attracts more than 200,000 hits / 10,000 plus visits a month (statistics: Live Metrix Data).

In addition to an interactive job-seeking and job search facility the site now offers a dynamic business-boosting section for start-up enterprises alongside regularly updated news, comment and campaigns areas.

As part of Wise Owls' current re-design and navigation overhaul - set for completion in Easter - programmers have ensured even greater levels of interactivity and up-to-date design. Stay tuned!

- For further information please contact Wise Owls on 0207 923 7771 or by email [marketing@wiseowls.co.uk](mailto:marketing@wiseowls.co.uk) or [webmaster@wiseowls.co.uk](mailto:webmaster@wiseowls.co.uk)