

**RACEBRIDGES CONTENT
REACHES/GENERATES
OVER HALF-A-MILLION VIEWERS
& USERS IN PAST YEAR**



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Contact: simons@racebridges.net

Bridges is pleased to celebrate and report the extensive outreach and impact of the online site RaceBridgesStudio.com during the past 12 months.

During the 12 months of November 2017 - November 2018 there were 51,991 visitors, plus 367,969 downloads and/or views of content from the site in addition to 109,461 viewings of one of RaceBridges independent videos. This totals 549,421 views for the one year. This tracking of visitors/activity began in 2015. (The site itself was launched in 2005, so it is very possible that the site has attracted and generated over one million visitors since its launch.)

The RaceBridges website provides many free texts and short videos that focus on race relations and diversity. Many of the users of these lesson plans and videos use this material in their classrooms, in-service programs, lectures/workshops, and adult groups. Thus, consumers of the content is multiplied and extended far beyond the number count above.

See the monthly traffic reports that have been carried out since 2015 : <https://bit.ly/2QVshKu>. Page 1 shows visitor traffic. Page 2 shows the ongoing compilation of views and/or downloads under the table *Executive Summary*. The remaining pages report the regular monthly downloads/views of videos and texts/lessons. The much viewed video on white privilege (from a collection of 232 videos) can be seen at youtube.com/watch?v=A89xhMV63rQ with a current count of over 109,600 views. The traffic reporting data is compiled by an independent company.

In 2017, the FBI reported a 17% increase in hate crimes in the USA alone. Race relations is often a hot topic in headlines and news coverage. RaceBridgesStudio.com provides non-sectarian content that can be used in many and varied locations to explore race relations and to model inclusive behaviors.

Bridges is a communications ministry of the Chicago Province of the Society of the Divine Word, based at Techny, Northbrook, IL. The online design and outreach is carried out by CaptureHits.com.

www.RaceBridgesStudio.com

“... As Christians, we are called to listen and know the stories of our brothers and sisters. We must create opportunities to hear, with open hearts, the tragic stories that are deeply imprinted on the lives of our brothers and sisters, if we are to be moved with empathy to promote justice....”

US Catholic Bishops Pastoral Letter Against Racism : “Open Wide Our Hearts: The Enduring Call of Love”