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## **GCFLearnFree.org Celebrates Several Milestones Reached in 2012**

(Raleigh, NC) – After a successful 2011 which saw incredible growth in number of learners served and the launch of several new topics, GCFLearnFree.org has once again enjoyed an exceptional year in 2012.

### **Educational Content**

After creating numerous technology tutorials in 2011, a large amount of time in 2012 was spent in updating and keeping these courses current. In 2012, 25 topics were launched or updated; that includes 58 new lessons, 60 updated lessons, 41 screencasts, 17 videos, 35 interactives, and 11 infographics.

Fourteen video tutorials were created for the most popular course at GCFLearnFree.org, Computer Basics. Other new technology tutorials include: Google tutorials, a Mouse Tutorial, Information Savvy, and Tech Savvy.

After introducing a Reading program aimed toward adult, low-literacy learners in April 2010, the program enjoyed a significant milestone in 2012 by officially completing educational content for 1,000 of the most commonly used words in the English language, including 1,000 word videos that comprise a "Visual Dictionary." The Career program was also updated with new instructional content, including Career Planning and Job Search and Networking tutorials.

### **Mobile Applications**

Last year GCFLearnFree.org began creating mobile applications based on tutorials found on the site. By the end of 2011, 12 mobile applications had been launched for the iPhone, iPad, and Android. In February 2012, GCFLearnFree.org launched their very first original mobile application, *Good at Math*, an interactive math game created for the iPad. Throughout the year other tutorial apps were launched for the iBook and Kindle Fire. By the end of 2012, 19 mobile applications were available with more than 1.5 million total downloads worldwide.

To download GCF Mobile Apps, visit the Mobile Apps page at GCFLearnFree.org: <http://www.GCFLearnFree.org/mobileapps>

In 2013, updated versions of current mobile apps will be introduced, as well as more original content created specifically for mobile application platforms.

### **Learners Served**

In 2012, there were 6 million visitors to the GCFLearnFree.org website with traffic being as high as 50,000 visitors a day throughout Fall 2012. Of these 6 million visitors, 4 million were considered “Learners Served,” which are defined as visitors who have been served through interaction with educational content on the site, whether it be a written lesson, video, instructional graphic, or interactive. (This is an increase over 2011 with 3.5 million visitors and 2 million learners served). Total site visits, including both new and returning visitors, were over 10 million.

An increase in visitorship to the GCFLearnFree.org blog and various other social media sites around the Web was also seen in 2012. Visitors to GCFLearnFree.org social media sites such as Facebook, Twitter, and YouTube more than doubled (in some cases tripled) over visitors to the same sites in 2011.

To learn more about GCFLearnFree.org, please visit <http://www.GCFLearnFree.org>.

### **GCFLearnFree.org**

**GCFLearnFree.org®** creates and provides quality, innovative online learning opportunities to anyone who wants to improve the technology, literacy and math skills needed to be successful in both work and life. By delivering over 750 different lessons to millions of people in over 200 countries and territories **ABSOLUTELY FREE**, GCFLearnFree.org is a worldwide leader in online education.

GCFLearnFree.org is a program of Goodwill Industries of Eastern NC, Inc. All GCFLearnFree.org educational content is designed and produced in the GCF Global Learning® building in Downtown Raleigh, NC.

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