



We survey our families and audience members about where they look for family activities, and Berkshire Family Focus comes up the majority of times, so we go where our families are telling us to go! Also, we find working with BFF very easy and extremely affordable. ~ Tracy Wilson, Executive Director, Berkshire Music School

About Berkshire Family Focus

Berkshire Family Focus was launched in July of 2012 by local mom and freelance writer, Kelly Bevan McIlquham, and is the most comprehensive website for families living in and visiting the Berkshires.

Featuring articles on local events and topics, family-focused columns, a calendar with the largest selection of family events in the county, and a variety

of resource guides, BFF is written and created by local parents raising their children in the Berkshires. Our site currently receives an **average of 20,000+ page views per month, by 10,000+ unique readers (that's 5000+ page views and 2500+ unique readers a week)** These stats are **significantly higher in the months of during vacation weeks, and during the summer months June, July, August (35,000-40,000 page views).**



My 5-year-old son and I moved to the Berkshires in the summer of 2015. Being told about Berkshire Family Focus by a mom I met in a museum changed our lives. It has become our GO TO resource for finding fun things to do in the community. We have discovered fairs and events and have been able to take advantage of all the Berkshires have to offer. This site has helped to turn the Berkshires into a home for us. Thank you. ~ Miriam, Dalton