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Contact: Bola Ogunlade, bola@southarts.org, 404-874-7244 ext. 28

ArtsReady Online Platform Prepares Arts Groups for Post-Crisis Business Continuity

Bolsters Sustainability of Creative Economy

ATLANTA – (August 31, 2011) Arts organizations and creative enterprises across the nation have taken fiscal hits threatening their sustainability, but a physical hit the likes of a hurricane, earthquake, computer system failure, or unexpected loss of a leader could take an additional and potentially catastrophic toll on their sustainability. ArtsReady, a national initiative of South Arts, is a new readiness, response, and recovery Web-based platform designed to help ensure post-crisis business continuity for arts organizations. The online tool will be unveiled to the arts community nationwide via a free webcast on Thursday, September 15 at 1:00 p.m. EST.

After over two years of research and development led by South Arts, and in collaboration with the University of California/Berkeley, and New York-based, Fractured Atlas, the Web-based, emergency preparedness tool is available to arts organizations intent on protecting their valuable assets. Arts assets addressed by the ArtsReady tool range from actual physical properties, props and artwork, to donor and patron databases and other critical data.

Nationwide, creative industries including visual arts and crafts, performing arts, film and media, heritage and museums and more have been estimated to contribute \$270 billion to the GDP. The creative economy also contributes to overall employment, tourism, sustainable placemaking, economic development, education, and entrepreneurship. ArtsReady will help to bolster sustainability for non-profit arts organizations and for-profit arts ventures with features including risk assessment, a self-paced action plan, cloud-based critical data storage, a Battle Buddy Network for proxy support from other arts organizations and more.

“We know that unexpected crises can threaten arts assets, whether they are natural disasters, tech disruptions, or emergencies caused by a human being, such as crime,” said Mollie Lakin-Hayes, deputy director of South Arts. “ArtsReady was developed to help arts organizations keep their doors open, no matter what.”

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About ArtsReady

Premiering Fall 2011, ArtsReady is a web based emergency preparedness platform designed to provide arts organizations with customized business continuity plans for post crisis sustainability. A national initiative of South Arts, the ArtsReady readiness, response and recovery tool was developed in partnership with the University of California/Berkeley and Fractured Atlas with support from The

Andrew W. Mellon Foundation, Henry Morrison Flagler Museum, Mississippi Arts Commission and National Endowment for the Arts. For more information, visit www.artsready.org.

About South Arts

South Arts, a nonprofit regional arts organization, was founded in 1975 to build on the South's unique heritage and enhance the public value of the arts. South Arts' work responds to the arts environment and cultural trends with a regional perspective. South Arts offers an annual portfolio of activities designed to address the role of the arts in impacting the issues important to our region, and to link the South with the nation and the world through the arts. For more information, visit www.southarts.org.