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Contact: Bola Ogunlade

bola@southarts.org, (404) 874-7244 ext.28

South Arts Releases New Research on Creative Industries in the South

Atlanta, GA – Did you know that there are 18,790 design establishments in the South? Or that literary and publishing establishments employ more than 320,000 people in the region? Or that film and media establishments in the South generate \$58 billion in revenue annually? As these figures reveal, the creative economy is a major industry cluster in the South and has a significant economic impact on the region.

This week, South Arts releases *Creative Industries in the South*, a research report which includes analysis of the region in aggregate, as well as creative industries profiles for the states of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee.

South Arts will host a webinar for *Creative Industries in the South* on February 1, at 2 p.m. EST, when they will share a presentation on the data and answer questions. To reserve a spot in the webinar and receive login instructions, email Allen Bell, Program Director for Arts Education, Research & Information, at abell@southarts.org.

"When South Arts wrote its six-year strategic plan in 2009, the creative economy of the southeast was designated as a key area of research in support of the powerful influence of creative jobs and industries on the economic growth of our region," said Gerri Combs, executive director of South Arts. "*Creative Industries in the South*, the result of over a year of data collection and analysis, provides a comprehensive look at how and why the creative economy sector is so integral to our economic health."

Creative Industries in the South includes data on establishments, employment, payroll, and revenue for thousands of creative enterprises located in the nine-state region served by South Arts. Using the most recent Economic Census, Nonemployer Statistics, and National Center for Charitable Statistics data, the study incorporates figures from industry sectors in design, film and media, heritage and museums, literary and publishing, performing arts, and visual arts and crafts.

1800 PEACHTREE STREET NW . SUITE 808 | ATLANTA . GEORGIA 30309

PHONE 404.874.7244 | FAX 404.873.2148 | EMAIL

SOUTHARTS@SOUTHARTS.ORG

To read the most comprehensive creative economy research on the South, visit the South Arts web site at www.southarts.org/creativeeconomies. The site includes the full report as a single publication, the full report divided into chapters, an executive summary, and summaries for each state.

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.

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