



Atlanta Art Lives Here

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For Immediate Release  
Contact: Nicole Jones  
404.733.0945 | njones@pba.org

## Local Arts Organizations Launch “Atlanta Art Lives Here” Branding Campaign

September 22, 2011 (Atlanta, GA) – More than 20 metro Atlanta arts organizations have launched a unique collaborative campaign to increase interest in and give a face to the region’s robust arts and culture offerings.

Funded completely by arts organizations, the campaign uses local arts trivia and branding images to educate metro Atlantans about the diverse opportunities for enjoying arts in the region.

Organizations of varying sizes and disciplines contributed a total of more than \$20,000 to cover the costs of creative execution and media buys, which would otherwise be unaffordable for many of the participating groups. Atlantans can expect to see billboards starting at the end of September, followed by a series of radio spots and print advertisements. The campaign is spearheaded by AtlantaPlanIt.com, a service of Public Broadcasting Atlanta.

“Arts organizations are experiencing new and unique funding challenges,” says Nicole Jones, Editor of Atlanta PlanIt. “Weak public funding, combined with a decline in attendance, loss of corporate gifts, a decrease in local media coverage, and sentiments of ‘there’s nothing to do in Atlanta,’ make it necessary for each organization to find unique ways to minimize costs while maximizing impact. This collaboration is working to shirk those sentiments.”

The National Association of State Arts Agencies Report states that while Georgia ranks 11<sup>th</sup> per capita for the total number of creative industry businesses and 4<sup>th</sup> per capita for total number of creative industry employees, the state ranks 50<sup>th</sup> for total state funding allocated to cultural groups in Georgia. “Local arts organizations need increased support to continue to grow and thrive. Our hope is that this campaign will remind Atlantans just how crucial the arts are to the vitality of the city and energize them to support the arts in their community,” says Jones.

For more information about the campaign, visit [www.atlantaartliveshere.com](http://www.atlantaartliveshere.com).

**Participating Organizations:**

Atlanta Radio Theatre Company, Arts at Emory, Theatrical Outfit, True Colors Theatre Company, High Museum of Art, The Atlanta Opera, The Atlanta Ballet, Center for Puppetry Arts, GSU School of Music, The Atlanta Shakespeare Company, Rialto Center for the Arts, ArtWorks! Gwinnett, National Black Arts Festival, Atlanta Lyric Theatre, Flux Projects, Ferst Center for the Arts, Callanwolde Fine Arts Center, Atlanta Celebrates Photography, The Georgia Ballet, Georgia Ensemble Theatre, WonderRoot, Horizon Theatre Company.

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Atlanta PlanIt, a service of Public Broadcasting Atlanta, is metro Atlanta's premier free online guide to the region's diverse arts and culture events, organizations and venues. This comprehensive site promotes the work of nearly 450 organizations and provides tools to easily find events, purchase tickets or simply learn about the vitality of the arts in metro Atlanta.