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AIMING TO EMPOWER LOCAL ARTISTS AND ARTS GROUPS

NATION'S LARGEST ARTS SERVICE ORGANIZATION

LAUNCHES TOUR OF MAJOR ARTS HUBS ACROSS SOUTHERN U.S.

Fractured Atlas, national non-profit dedicated to helping artists work more effectively, to visit seven Southern states in seven days beginning February 4th

New York, NY (January 15, 2013) – Aiming to both empower local artists and better address the challenges facing them, [Fractured Atlas](#), the nation's largest arts service organization, will kick off a tour of major arts hubs across seven Southern states on February 4th in Jackson, Mississippi

Reaching a network of more than 250,000 artists in all 50 states, Fractured Atlas enables artists to work more effectively by helping them raise money, insure themselves and their work, manage their careers, grow their audience, find space to make and share their art, and more.

Over the course of seven days, Fractured Atlas will meet with theater, film, music, dance, craft, and visual artists in Jackson, Birmingham, Nashville, Louisville, Atlanta, Columbia (South Carolina), and Charlotte. In each city, Fractured Atlas will join with local members and partners to host workshops, seminars, panel discussions, and networking events where artists will have an opportunity to exchange ideas, explore challenges, and learn how Fractured Atlas services can help them work more effectively. In addition, events, such as gallery tours, film screenings, and live performances will provide an opportunity for the local community to experience artists and projects that benefit from Fractured Atlas programs.

Across the South, Fractured Atlas directly empowers hundreds of artists and arts groups with a range of services including [health insurance](#), liability insurance, and free online courses. The [Fractured Atlas Open Arts Network](#) also gives local arts organizations, like the [Alabama Dance Council](#) and the [Atlanta Coalition for the](#)

[Performing Arts](#), the ability to provide their own members with access to many of the benefits and services that Fractured Atlas provides.

In addition, Fractured Atlas enables artists to solicit and receive grants and tax-deductible contributions that are normally available only to 501(c)(3) organizations through its [fiscal sponsorship program](#), the largest program of its kind in the nation. Over the past year alone, more than 2,800 projects raised over \$10 million, from Nashville's [Alimentum Journal: The Literature of Food](#) to Louisville's [Chez Moi Art Gallery and Artists Community](#). Finally, The Atlanta Film Festival, Louisville's Circus Mojo, and Birmingham's Layman Group are among the many arts groups currently testing Fractured Atlas' [Artful.ly](#), an innovative ticketing and fundraising system created for artists by artists.

"Local artists and arts organizations are at the forefront of developing creative solutions to the challenges of today's arts world," said Adam Huttler, founding executive director of Fractured Atlas. "The tour is an exciting opportunity to showcase the innovative work happening in cities across the country and share best practices for creating more dynamic and rich arts communities."

The Fractured Atlas tour includes the following cities:

- **February 4:** Jackson, MS
- **February 5:** Birmingham, AL
- **February 6:** Nashville, TN
- **February 7:** Louisville, KY
- **February 8:** Atlanta, GA
- **February 9:** Columbia, SC
- **February 10:** Charlotte, NC

In the coming months, Fractured Atlas will be announcing tours to other regions of the country.

About Fractured Atlas

Fractured Atlas is the country's largest arts service organization, reaching a network of more than 250,000 artists and organizations in all 50 states and all 435 congressional districts. Dedicated to empowering artists with the support they need to work effectively and thrive, Fractured Atlas provides funding, insurance, technology, education, and other services critical to building sustainable careers and organizations. Founded in 1998, Fractured Atlas is headquartered in New York City. For more information, visit the Fractured Atlas Media Center at <http://www.fracturedatlas.org/site/about/media>.

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