



New England
Foundation
for the Arts

culturecount
NEW ENGLAND'S CULTURAL DATABASE
culturecount.org 

MEDIA CONTACT:

Ann Wicks
Marketing & Communications Manager
awicks@nefa.org
617.951.0010 ext. 534

FOR RELEASE APRIL 7, 2008

Because Culture Counts: New England Foundation for the Arts Unveils New Creative Economy Resource

BOSTON – The New England Foundation for the Arts (NEFA) has announced the public launch of CultureCount, New England's Cultural Database. This online resource, located at www.culturecount.org, is the only comprehensive and consistent data collection resource for New England's cultural nonprofits, businesses, and professionals. Constantly updated and expanded, CultureCount's local data supplements the federal data analyzed by NEFA in research reports on the creative sector and fits within the definitional structure outlined in its recently released report [The Creative Economy: A New Definition](#). That report provides important economic data on a significant portion of New England's labor force.

CultureCount is provided as a free public service to New England. The database currently houses 22,856 active records and offers a variety of search features and research tools.

"CultureCount is an outgrowth of NEFA's New England Cultural Database, which was useful as a data warehouse for the small group of researchers and state arts agency staff that knew to use it. CultureCount is geared toward a more public audience," says Dee Schneidman, NEFA Research Manager. "We've made the homepage more user-friendly, with a clearer direction of what users can do on the site. There is also more information about why to use the site, become registered users, and even become subscribers or partners with NEFA. We've tried to uncover all of the hidden features of the site and give people an idea of how they could benefit from it."

The searchable online database - the only regional cultural database in the country - provides New England state arts agencies, researchers, cultural organizations, funders, artists, policy makers, economists, and the general public with a wealth of research information to support analysis, advocacy, and policy development.

"CultureCount is a vital tool to help the public understand the tremendous impact that arts and culture have on the Massachusetts economy," says Anita Walker, Executive Director of the Massachusetts Cultural Council. In Massachusetts, the creative economy is the third largest sector.



New England
Foundation
for the Arts

culturecount
NEW ENGLAND'S CULTURAL DATABASE
culturecount.org 

In addition to the new CultureCount website, NEFA is launching a marketing campaign to promote it. The theme of the campaign is “because culture counts” and will be seen on public radio websites, Google ads and in newspapers as PSAs.

For more information about CultureCount and the marketing campaign, visit www.culturecount.org. A complete press kit is also available on the website.

ABOUT THE NEW ENGLAND FOUNDATION FOR THE ARTS

NEFA creatively supports the movement of people, ideas, and resources in the arts within New England and beyond, makes vital connections between artists and audiences, and builds strength, knowledge, and leadership of the region’s creative sector. NEFA is a 501 (c) 3 that operates with funding from the National Endowment for the Arts, the New England state arts agencies, and from corporations, foundations, and individuals.

NEFA administers nine grant-making programs that support the performing arts, public art, and Native arts. NEFA is also actively involved in over ten projects and initiatives, ranging from the research and analysis of the impact of the creative economy to the creation and administration of resources and online tools, which link and advance the regional, national, and international cultural community.

-end-