



Liberate the Artist

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Fractured Atlas Announces Launch of ATHENA 1.0, Open Source Ticketing & CRM Software

New York, NY - National non-profit arts organization Fractured Atlas is proud to announce the public launch of **ATHENA 1.0**, the first component in an open-source software platform for the cultural sector.

Developed with lead support from The Andrew W. Mellon Foundation, the Doris Duke Charitable Foundation, and The Kresge Foundation, ATHENA 1.0 includes functionality to ticket events, accept donations, track constituent information, and manage campaigns related to press, fundraising, and marketing activity. The initial release of ATHENA is aimed at addressing the needs of small venues and independent producers, but further releases will anticipate use by mid-size producers and presenters, followed ultimately by the largest performing arts institutions.

As an open source software application, ATHENA 1.0 can be downloaded free of charge and customized by developers and technology consultants to the specifications of any organization wishing to use it. For organizations without a dedicated technology staff, or with more modest technology capacity, Fractured Atlas has developed **Artful.ly**, a hosted version of the software, set to launch in June 2011.

Full information on ATHENA 1.0 is available at <http://athena.fracturedatlas.org>

Anyone wishing to sign up for updates related to Artful.ly can do so at www.artful.ly

The **ATHENA** software platform will ultimately include applications related to every aspect of non-profit management. Plans are in the works to develop additional components for non-profit accounting, student records management, and advocacy efforts.

Over the past decade Fractured Atlas has emerged as an industry leader in the innovative use of technology to solve chronic challenges in the arts. Other projects currently in the works include Archipelago, cultural mapping software, and a national expansion of Spaces, searchable online databases of performing and rehearsal space.



Liberate the Artist

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FRACTURED ATLAS is the nation's largest non-profit arts service organization with a multi-disciplinary membership of over 16,000 artists and arts organizations. Its core service areas include **healthcare education**, **fiscal sponsorship**, the nation's only arts **liability insurance** program, **professional development**, and **advocacy**. Through the Open Arts Network, arts organizations nationwide can partner with Fractured Atlas to provide their nearly 100,000 constituents with extended benefits, at no cost to the partner or its members. Its technology-based programs include databases of performing arts **Spaces** and professional development through **Fractured U**.