

PRESS RELEASE

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UNITED ARTS OF CENTRAL FLORIDA CROSSES \$1.5 MILLION MARK; SEVEN DAYS LEFT IN COLLABORATIVE CAMPAIGN

ORLANDO, Fla. – Apr. 24, 2014 – United Arts of Central Florida announced today that it has reached the \$1.53 million mark, 90 percent of its \$1.7 million collaborative Campaign for the Arts goal.

“This has been an incredible collaborative effort,” said Linda Landman Gonzalez, United Arts chairwoman, “involving our 19 cultural partners and United Arts’ hardworking staff, our development chair and committee members, our board, and *many* community volunteers. We are truly grateful.”

Donations from individuals, corporations, foundations and workplace giving campaigns during the three-month campaign provide funding for a range of nonprofit arts, sciences and history organizations in Lake, Orange, Osceola and Seminole counties.

“We are so close to our goal,” said Scott Bowman, chairman of United Arts’ development committee. “We have just about a week left! I ask every Central Floridian who has not yet contributed to make a pledge today and help put United Arts over the top. Now is the time to give.”

Designated funds to UA’s cultural partners receive a 15% match as an incentive for donors to give through United Arts. Donors may also give to United Arts’ Arts for ALL fund, which supports more than 50 local groups including cornerstone institutions like the Orlando Museum of Art, the Orlando Philharmonic Orchestra, the Orlando Ballet and the Orlando Science Center as well as school-based education programs that are often on the budgetary chopping block.

“A gift to United Arts is a gift for Central Florida,” continued Landman Gonzalez. “United Arts serves our fellow Central Floridians by celebrating and supporting creativity through the arts, sciences and history.”

About the campaign

- The goal for the 2014 collaborative Campaign for the Arts is \$1,705,840 (8.4 percent over last year’s goal). United Arts combines the individual fundraising goals of its cultural partners to determine the overall goal.
- United Arts’ cultural partners are eligible for a 15 percent matching grant made available through the generous contributions of trustee level donors, who give \$100,000 or more, and corporate donors.

- For contributions of \$50 or more, donors receive a complimentary one-year subscription to Orlando Arts Magazine. For contributions of \$100 or more, donors also receive the United ArtsCard, a buy-one-ticket-get-one-free and discount card that connects donors to cultural offerings throughout Central Florida and now featuring Broadway Across America.
- In 2014, United Arts welcomed two new official campaign cultural partners, the Garden Theatre and Mad Cow Theatre. The complete list of United Arts collaborative Campaign for the Arts cultural partners is:
 - Art and History Museums – Maitland
 - Association to Preserve the Eatonville Community
 - Bach Festival Society
 - Crealdé School of Art
 - Downtown Arts District/CityArts Factory
 - Enzian Theatre
 - Garden Theatre
 - Mad Cow Theatre
 - Orange County Regional History Center
 - Orlando Ballet
 - Orlando Museum of Art
 - Orlando Philharmonic Orchestra
 - Orlando Philharmonic Opera
 - Orlando Repertory Theatre
 - Orlando Science Center
 - Orlando Shakespeare Theater
 - Osceola Center for the Arts
 - Seminole Cultural Arts Council
 - Wayne Densch Performing Arts Center
- Donations to the collaborative Campaign for the Arts can be made at www.UnitedArts.cc

About United Arts of Central Florida

United Arts is a collaboration of individuals, businesses, governments and school districts, foundations, arts and cultural organizations, and artists. Its mission is to unite, strengthen and inspire the Central Florida community through the arts and culture.

United Arts serves residents and visitors in Lake, Orange, Osceola and Seminole counties through more than 50 local arts, sciences and history organizations. It raises and distributes funds for these cultural groups and provides management, administrative and advisory services.

Now entering its 25th year of service to the Central Florida community, United Arts has invested more than \$126 million in local organizations and education since its founding in 1989.

More information is available at www.UnitedArts.cc or by calling 407-628-0333. Please email Denise@UnitedArts.cc for comments or inquiries.

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