



**\*\*MEDIA ALERT \*\* MEDIA ALERT \*\* MEDIA ALERT \*\***

***UNITED ARTS OF CENTRAL FLORIDA CROSSES \$2.0 MILLION MARK TOWARD  
BEST COLLABORATIVE CAMPAIGN FOR THE ARTS FINISH IN SIX YEARS;  
COUNTING CONTINUES***

**What:**

United Arts of Central Florida's annual collaborative Campaign for the Arts has officially crossed the \$2.0 million mark toward the best finish in six years. Donation processing continues for individual organization totals, but as of today, the campaign is 21 percent over goal and five percent over last year's campaign, the prior top finisher.

United Arts will announce final totals by early next week.

"This campaign has exceeded \$2 million for the first time since the start of the recession," said Linda Landman Gonzalez, chairwoman of United Arts' board of directors. "It's an achievement that demonstrates the importance of a combined effort from United Arts and the cultural community. My sincere thanks to every donor who gave. We look forward to announcing our final totals next week when the count is completed!"

**About the Campaign:**

The goal for the 2014 collaborative Campaign for the Arts was \$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.

**About United Arts of Central Florida:**

Now entering its 25<sup>th</sup> 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](http://www.UnitedArts.cc) or by calling 407-628-0333. Please email [Denise@UnitedArts.cc](mailto:Denise@UnitedArts.cc) for comments or inquiries.

###