

PRESS RELEASE

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United Arts Launches OrlandoAtPlay.com

ORLANDO – June 26, 2014 – Today United Arts of Central Florida launched **OrlandoAtPlay.com**, its re-branded online arts and entertainment calendar, formerly called RedChairProject.com. In addition to including an online events calendar, virtual box office and ticket discounts, it will now also include event descriptions with interactive maps, expanded category listings, a public art module and surrounding restaurant options – all in a user-friendly format.

OrlandoAtPlay.com is a comprehensive website that highlights the best of Central Florida entertainment. With more than 300 events and 200 organizations, visitors are sure to discover an authentic experience to enjoy. The program also includes an e-newsletter that features weekly highlights and subscriber-only discounts. **OrlandoAtPlay.com** includes arts and entertainment happenings throughout Central Florida’s seven counties (Brevard, Lake, Orange, Osceola, Polk, Seminole and Volusia).

“Our vision is for **OrlandoAtPlay.com** to become the preferred search site for arts and entertainment information in Central Florida,” stated Linda Landman Gonzalez, Chairwoman, United Arts Board of Directors. “By including arts events, cultural experiences, outdoor recreation and great dining experiences at the same site we believe that there would be no reason to search anywhere else.”

After researching more than 40 arts and cultural website models being used throughout the country, United Arts discovered the most successful ones offer a variety of arts and cultural events, while allowing options to include restaurant and other entertainment venues to appeal to the broadest possible audience. Additional categories include farmers markets, art walks, nature and recreation.

After a lengthy naming and re-branding process, **OrlandoAtPlay.com** was identified as the name that best met the criteria to select a name that was easy to remember, reflects the energy of the community, and can attract new audiences to Central Florida arts and culture.

“We were fortunate to have the support of branding experts from Orlando Magic, Walt Disney World Parks and Resorts and Visit Orlando in our naming process,” said Flora Maria Garcia, President and CEO, United Arts. “With input from local arts leaders, they helped us discover a name that conveys the energy of Central Florida entertainment.”

History

The collaborative website, RedChairProject.com, was launched in 2007 as part of a branding campaign designed to increase participation in the Central Florida arts and cultural community.

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United Arts

OrlandoAtPlay.com is managed by United Arts of Central Florida and funded in part by Orange County Government through the Arts and Cultural Affairs Program.

United Arts serves residents and visitors in Lake, Orange, Osceola and Seminole counties through more than 50 local arts, sciences and history organizations. Now in 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.

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