

PRESS RELEASE

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UNITED ARTS OF CENTRAL FLORIDA RECEIVES \$100,000 TRUSTEE-LEVEL GRANT FROM FLORIDA BLUE

ORLANDO, Fla. – June 3, 2014 – United Arts of Central Florida announced today that Florida Blue has renewed its \$100,000 Trustee-level support for arts, science and history programming throughout United Arts’ four-county region.

United Arts is the one-stop shop for funding of the arts, sciences and history through more than 50 constituent institutions and artists in Lake, Orange, Osceola and Seminole counties. In addition, for the past 25 years, United Arts has served as the primary partner to Orange County Public Schools, facilitating pre-K to 12th-grade arts and cultural programming.

“This renewed gift is inspiring,” said Linda Landman Gonzalez, chairwoman of United Arts. “I am so proud that United Arts has earned the support of an organization with the history and quality of Florida Blue. Their sustained commitment to this organization highlights the importance of the arts and culture for the well-being and vitality of Central Floridians. Thank you, Florida Blue.”

Through this Trustee-level renewal, Florida Blue remains one of the foundational organizations that constitute United Arts. Working together, United Arts and Florida Blue will continue to ensure that the Central Florida community maintains a vibrant and unique cultural identity, a significant regional economic driver and a critical provider of diverse curriculum-based experiences in music, visual arts, dance, theatre, science, history and literacy. Support for the full range of these efforts helps to make the community of 3.5 million people healthier and stronger.

“Florida Blue is proud to continue our partnership with United Arts of Central Florida to support programs that provide art and cultural experiences to enhance the quality of life in the communities we serve,” said Tony Jenkins, Central Florida Market President, Florida Blue.

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 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.

About Florida Blue

Florida Blue, Florida's Blue Cross and Blue Shield company, is a leader in Florida's health care industry. Our mission is to help people and communities achieve better health. Florida Blue has approximately 4 million health care members and serves 15.5 million people in 16 states through its affiliated companies. Florida Blue is a not-for-profit, policyholder-owned, tax-paying mutual company. Headquartered in Jacksonville, Fla., it is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information, visit www.FloridaBlue.com.

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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