



PRESS RELEASE

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***UNITED ARTS OF CENTRAL FLORIDA SOARS OVER 75 PERCENT MARK TOWARD
CAMPAIGN GOAL; EXPANDS ARTSCARD BENEFIT TO INCLUDE
BROADWAY ACROSS AMERICA***

ORLANDO, Fla. – April 3, 2014 – United Arts of Central Florida announced today that with less than 30 days to go in the official campaign period, it has received pledges totaling more than \$1.31 million, or 77 percent, of its \$1.70 million Campaign for the Arts goal. That places the campaign 9.7 percent ahead of last year at the same point in time. In addition, United Arts is expanding its popular United ArtsCard donor benefit to include Broadway Across America.

“I am very happy to see that the strong forward momentum we built last year is continuing,” said Linda Landman Gonzalez, United Arts Chairwoman. “And that we are able to thank our many generous donors even more with an expanded United ArtsCard benefit. Broadway Across America is very popular and so is the ArtsCard. I’m delighted to have two successful programs working together for our donors.”

Generous donors of \$100 or more to the Campaign for the Arts and/or United Arts receive the United ArtsCard. A buy-one-ticket-get-one-free and discount card, it can be used to purchase tickets at over 20 local arts and cultural organizations. These will now include Broadway Across America which has also agreed to honor valid United ArtsCards already issued. For more information about the United ArtsCard, visit: <http://unitedarts.cc/support/donor-benefit-why-give/>.

“We hope everyone in Central Florida will consider supporting this campaign,” said Scott Bowman, President/CEO of Bowman & Co. and chair of United Arts’ Development Committee. “There is still time to participate and donated dollars stay local to support the arts, sciences and history organizations that serve our community and our school kids. Contributions designated to our cultural partners secure an additional 15% match.”

During the campaign, donors may designate their contributions to one or more of 19 cultural organizations that partner with United Arts to raise funds during the campaign or to another cultural group of their choice. Donors may also give to the Arts for ALL Fund, a fund that provides grants to 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.

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 welcomes 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.