



PRESS RELEASE

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***UNITED ARTS OF CENTRAL FLORIDA SOARS OVER 50 PERCENT MARK,
RAISES \$1 MILLION+ TOWARD \$1.7 MILLION GOAL***

ORLANDO, Fla. – March 12, 2014– United Arts of Central Florida announced today that with 7 weeks left in their annual Campaign for the Arts, it has received pledges totaling \$1,017,095 (60 percent) of its \$1.70 million goal.

The 2014 campaign officially runs from Feb. 1 through April 30. This year’s campaign featured a strong early bird effort that began in late November and secured \$659,000 in pledges, or 40 percent of the total goal.

“I am so proud of our community,” said Linda Landman Gonzalez, Chairwoman of United Arts. “We are grateful for every gift, no matter the size. The fact is that everyone came together to demonstrate that we believe in these organizations and we know how much they bring to our lives and our community. If you agree with United Arts that music, dance, theatre, science and history matter – please contribute and help us reach our goal by making a gift today.”

Donations from individuals, corporations, foundations and workplace giving campaigns during the three-month campaign provide funding for a range of organizations in Lake, Orange, Osceola and Seminole counties. Donors may designate their contributions to one or more of 19 campaign cultural partners. Such donations are eligible for a 15 percent matching grant. Gifts to United Arts’ Arts for ALL Fund support more than 50 local groups including cultural partners.

“Thank you to everyone who has made a pledge,” said Scott Bowman, Development Committee Chairman. “With the help of many, more than \$1 million has been raised in support of more than 50 arts and cultural nonprofit organizations that serve our community. United Arts is working hard to earn that support and to keep the momentum of this campaign going until we reach our overall goal.”

Gifts to United Arts’ Arts for ALL Fund support 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.

“Our ultimate goal is to serve the community,” said Flora Maria Garcia, President & CEO. “To support our cultural partners in providing interesting, challenging and exciting arts and cultural experiences for our fellow Central Floridians.”

About the campaign

- Donations to the collaborative Campaign for the Arts can be made at www.UnitedArts.cc. It’s fast, easy and secure.
- 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.
- 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

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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