

PRESS RELEASE

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United Arts of Central Florida and Taps Restaurant Launch Toast to the Arts

Orlando, FL – April 10, 2014 – United Arts of Central Florida announced today that through a pilot effort of Toast to the Arts, Taps Restaurant Bar & Lounge in Winter Park Village will support the 2014 Campaign for the Arts by donating two dollars per glass sold of specifically selected wines. Toast to the Arts is designed to boost the campaign’s audience as well as garner new contributions between now and the campaign’s April 30 close.

“We are thrilled to be able to partner with this excellent destination restaurant and local hot spot. Toast to the Arts will give the public a creative way to make a difference at the same time they are enjoying some great wines,” said Linda Landman Gonzalez, Chairwoman, United Arts of Central Florida. “With an ambitious campaign goal in front of us each year, we need new ways to involve even more people.”

Casto Property Management Services was instrumental in bringing United Arts and Taps together for this first-year effort.

“A program like Toast to the Arts is a win-win for participating restaurants,” Gonzalez continued. “Restaurants benefit from thriving arts organizations in their neighborhoods and Toast to the Arts offers an innovative, easy way to give back.”

Through a combination of on-site advertising, social media and email, United Arts is getting the word out about this new collaboration. The Orlando Philharmonic Orchestra, a Campaign for the Arts cultural partner and United Arts grant recipient, is providing a complimentary rehearsal ticket to restaurant wait staff for promoting the program to customers.

“I’m optimistic that TAPS will drum up a lot of support for a great cause,” said James DeVito from TAPS Restaurant Bar & Lounge. “Two dollars from each glass of wine sold will add up quickly! We’ve chosen a rich, full bodied, red – Meiomi Pinot Noir – and a fine, crisp, white – the Cliff Lede Sauvignon Blanc – for the promotion.”

“We hope this is the start of an amazing new tradition for the Campaign for the Arts,” said Gonzalez. “I see this growing every year... but in the meantime, we hope that people this spring will choose Toast to the Arts wines as they are enjoying a wonderful meal at Taps!”

To learn more, visit <http://unitedarts.cc/support/the-campaign-for-the-arts/toast-to-the-arts/>. To find out how your restaurant can get involved, call 407.628.0333. Follow the campaign on Facebook by visiting www.facebook.com/unitedarts

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.
- 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 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. Please email Denise@UnitedArts.cc for comments or inquiries.

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