

PRESS RELEASE

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United Arts of Central Florida Launches New Donor Benefit: Toast the Arts

Orlando, FL – January 27, 2015 – United Arts of Central Florida has announced a new donor benefit for the 2015 Campaign for the Arts. Toast 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 these outstanding destination restaurants and local businesses. Toast the Arts is a creative way to make a difference and receive great discounts,” said Linda Landman Gonzalez, Chairwoman, United Arts of Central Florida. “With an ambitious campaign goal in front of us each year, we welcome new ways to include more people.”

“A program like Toast the Arts is a win for participating businesses, our donors, and arts and culture,” Gonzalez continued. “Businesses benefit from thriving arts organizations in their neighborhoods and Toast the Arts offers a way for us to provide a grateful THANK YOU to our donors.” Through a combination of on-site advertising, social media and email, United Arts is getting the word out about this new collaboration.

“I’m confident that the Toast the Arts card will drum up a lot of support for a great cause,” said Craig Ustler, a partner in downtown Orlando restaurants Soco, Citrus and Cityfish which are featured on this year’s card. “We feel it is important to support United Arts of Central Florida and the Toast the Arts card is a way to help people access the best of Central Florida’s arts, culture and dining. We all do well by doing good.”

“We hope this new tradition for the Campaign for the Arts becomes a welcomed donor benefit,” said Gonzalez. “We hope that donors will enjoy a great discount at some of our local supporting businesses!”

To learn more, visit <http://unitedarts.cc/artscard>. To find out how your business 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 2015 collaborative Campaign for the Arts is \$1,829,750. 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. NEW! For contributions of \$75 or more, donors also receive a Toast the Arts card, a discount card for use at select local restaurants and businesses during the campaign, February 1, 2015 – April 30, 2015. 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.
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| <ul style="list-style-type: none"> • Art and History Museums – Maitland • Association to Preserve the Eatonville Community • Bach Festival Society of Winter Park • Crealdé School of Art • Downtown Arts District/CityArts Factory • Enzian • Garden Theatre • Mad Cow Theatre • Orange County Regional History Center | <ul style="list-style-type: none"> • Orlando Ballet • Orlando Museum of Art • Orlando Philharmonic Orchestra • Orlando Philharmonic Opera • Orlando Repertory Theatre • Orlando Science Center • Orlando Shakespeare Theater • Osceola Arts • Seminole Cultural Arts Council • Wayne Densch Performing Arts Center |
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- Donations to the collaborative Campaign for the Arts can be made at www.UnitedArts.cc/donatenow

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 26th year of service to the Central Florida community, United Arts has invested more than \$131 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 Michael@UnitedArts.cc for comments or inquiries.

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