

# PRESS RELEASE

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**Contact:**

Michael Cooper  
Director of Development and Marketing  
407-628-0333 x222  
[Michael@UnitedArts.cc](mailto:Michael@UnitedArts.cc)



***UNITED ARTS OF CENTRAL FLORIDA SAILS OVER 50 PERCENT MARK,  
RAISES \$1 MILLION+ TOWARD \$1.8 MILLION GOAL***

**ORLANDO, Fla. – March 16, 2015** – United Arts of Central Florida announced today that with 7 weeks left in the annual Collaborative Campaign for the Arts, it has received pledges totaling \$1,007,047 (55% of its \$1.8 million goal.)

The 2015 campaign officially runs from February 1 through April 30. This year’s campaign featured a strong “early bird” effort that began in late November and secured \$546,000 in pledges, or 30 percent of the total goal.

“I am so proud of the generous donors in our community,” said Linda Landman Gonzalez, chairwoman of United Arts. “We are grateful for every gift, no matter the size. The point is for everyone to come together to show our cultural organizations that we believe in them and know their worth in our lives and our community. If you agree with United Arts that music, dance, theatre, science and history matter – please help us reach our April 30 final 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 our established cultural partners.

“Thank you to everyone who has made a pledge or contribution,” 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](http://www.UnitedArts.cc). It's fast, easy and secure.
- 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. For contributions of \$75 or more, donors receive the Toast the Arts card, a discount card for local restaurants and business' in the Central Florida area. 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.
- 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 of Winter Park
  - 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 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](http://www.UnitedArts.cc) or by calling 407-628-0333. Please email [Michael@UnitedArts.cc](mailto:Michael@UnitedArts.cc) for comments or inquiries.

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