

PRESS RELEASE



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Contact:

Denise C. Bealin

407-628-0333 x222

Denise@UnitedArts.cc

United Arts Nears \$1.57 Million Goal With 14 Days Left in Campaign

ORLANDO, Fla. – April 17, 2013 – United Arts of Central Florida announced today that it has received pledges totaling 93 percent of its \$1.57 million collaborative fundraising campaign goal.

“It’s exciting to be so close,” said Flora Maria Garcia, United Arts president and CEO. “But we have just 14 days to go to meet our goal. We need everyone who believes in the arts, the sciences, history, literacy, creativity and expression to go to UnitedArts.cc and contribute now.”

Donations from individuals, corporations, foundations and workplace giving campaigns during the three-month campaign provide funding for a range of nonprofit arts, sciences and history organizations in Lake, Orange, Osceola and Seminole counties.

“Thank you to those who have helped bring us this far,” Garcia said. “But we hope that every Central Floridian will consider donating to this campaign because it supports our community as a whole. And a gift today might be the one that actually puts us over the top to our goal.”

During the campaign, donors may designate their contributions to one or more of 17 cultural organizations that partner with United Arts to raise funds during the campaign or to another cultural group of their choice. They may also give to United Arts’ *Arts for ALL Fund*, which supports more than 50 local cultural 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 collaborative campaign is \$1,573,194. United Arts combines the individual fundraising goals of its cultural partners to determine the overall goal.
- The campaign began Feb. 1 and ends April 30.
- United Arts cultural partners are eligible for a 15 percent matching grant made available through the 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.

- United Arts collaborative campaign cultural partners are:
 - Art and History Museums – Maitland
 - Association to Preserve the Eatonville Community
 - Bach Festival Society
 - Crealde School of Art
 - Downtown Arts District/CityArts Factory
 - Enzian Theater
 - Orange County Regional History Center
 - Orlando Ballet
 - Orlando Museum of Art
 - Orlando Philharmonic Orchestra
 - Opera (Orlando Philharmonic)
 - Orlando Repertory Theatre
 - Orlando Science Center
 - Orlando Shakespeare Theatre
 - Osceola Center for the Arts
 - Seminole Cultural Arts Council
 - Wayne Densch Performing Arts Center

- Donations to the collaborative campaign 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.

United Arts has invested more than \$121 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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