

# PRESS RELEASE

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**UNITED ARTS CLOSES ON GOAL OF \$1.57 MILLION;  
7 DAYS LEFT IN COLLABORATIVE CAMPAIGN**

**ORLANDO, Fla. – April 24, 2013** – United Arts of Central Florida announced today that it has received pledges totaling 95% (\$1.50 million) of its \$1.57 million collaborative fundraising campaign goal.

“We are so grateful,” said Flora Maria Garcia, United Arts president and CEO. “This has been an incredible collaborative effort involving our 17 Cultural Partners and United Arts’ hardworking staff, our wonderful Development Chair and Committee members, our Board, and *many* community volunteers.”

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.

“We are so close,” Garcia continued. “I hope every Central Floridian will contribute today and help put United Arts over the top. We have less than a week left! Now is the time to give.”

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. Designated funds to UA’s Cultural Partners are matched by UA by 15% as an incentive for donors to give through United Arts. Donors may also give to United Arts’ Arts for ALL fund, which supports 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.

“A gift to United Arts is a gift for Central Florida,” says Garcia. “We serve the community by supporting high quality, challenging and exciting arts, science and history experiences for our fellow Central Floridians.”

**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.

- 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](http://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 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 [Denise@UnitedArts.cc](mailto:Denise@UnitedArts.cc) for comments or inquiries.

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