

PRESS RELEASE

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Arts and Cultural Alliance Merges with United Arts of Central Florida

ORLANDO, Fla. — Oct. 11, 2013 — United Arts of Central Florida announced today that the Arts and Cultural Alliance of Central Florida will become a new marketing division within United Arts.

The Alliance strives to increase awareness and participation in Central Florida arts and cultural events through collaborative marketing programs. It approached United Arts about a potential merger a year ago, and after a detailed analysis, a United Arts marketing task force identified Alliance programs that aligned well with United Arts' mission and goals. The board of directors for both organizations approved the consolidation in late September.

"The timing for this consolidation is good," said Flora Maria Garcia, United Arts' president and CEO. "It will facilitate a stronger marketing effort on behalf of the cultural community, as well as a conservation of financial resources."

Alliance programs that best matched the United Arts goals are Redchairproject.com, a comprehensive website with featured events and discounts for arts and cultural events throughout the seven-county area, and the Central Florida Community Database, a shared database project where member organizations are able to gain a better understanding of the behaviors of Central Florida arts patrons. Two full-time Alliance staff members will report to Garcia and manage these programs.

Two Alliance board members — Rebecca Rhodes and Howard Britt — will also join United Arts' board.

Rhodes, senior manager of social media and internet marketing for Tupperware Brands' U.S. and Canada markets, has provided strategic leadership in the areas of sales force development, creative services, digital communications and public relations. Previously, Rhodes worked for nearly 10 years in sales and marketing for Hilton Hotels Corporation, where she led hotels to double-digit sales growth. She has degrees in organizational communications and psychology from Rollins College, as well as an MBA from Crummer Graduate School of Business at Rollins College. Rhodes is also chairwoman of the Alliance board.

Britt is the founder, president and owner of Premiere Show Group, an event planning company in Winter Springs, Fla., that is recognized as the foremost producer of trade shows for professionals within the beauty industry. Its flagship event, the Premiere Orlando International Beauty Event, features more than 250,000 square feet of exhibit space and attracts more than 54,000 attendees to Central Florida. Britt is an active member of the advisory boards for the Orange County Convention Center and Rosen College of Hospitality Management at the University of Central Florida.

"I am delighted to welcome both Howard and Rebecca to the board," said Linda Landman Gonzalez, chairwoman of United Arts' board. "They bring unique expertise and corporate representation to an already stellar group working on behalf of Central Florida's cultural community."

Rhodes says the Alliance team is ready for this next step in strengthening the cultural community.

"Our board is proud of what the Alliance achieved in the organization's 10 years," Rhodes said.

"Consolidation makes sense for this community, and we look forward to seeing key Alliance programs grow under the leadership of United Arts."

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 enhance 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.

Celebrating its 25th year, 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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