

Contact:  
Emma Kruch  
Communications Manager  
United Arts of Central Florida  
407.628.0333 x234  
Emma@UnitedArts.cc

**FOR IMMEDIATE RELEASE**

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**United Arts to Launch Grassroots Mobile Fundraising Campaign**

United Arts of Central Florida announces a new fundraising appeal that focuses on mobile and online giving. The *Art of Giving* campaign was crafted to educate the community about local arts and culture by bringing attention to the vital role United Arts plays. Developed with local public relations firm Engauge, the effort will run from June 1-17 across Central Florida and at [TheArtsMatter.com](http://TheArtsMatter.com). Funds raised will directly support grants to more than 50 United Arts-supported organizations in 2013.

In true grassroots form, volunteers, students, and artists will help spread the word via social media and email, and by distributing QR code-driven materials that, when scanned, connect instantly to the mobile giving site. There will also be various pop-up awareness events throughout the community in support of the *Art of Giving* campaign.

“This campaign will unite the longtime arts advocates that have been the foundation for individual giving to United Arts with a new generation of philanthropists by using new media techniques,” said Juliana Steele, VP of Administration and CFO of United Arts. “Every donation to local arts and culture truly is a work of art – we really believe that if we all give a little, we all get a lot.”

United Arts strengthens the community by connecting Central Floridians with creative opportunities and experiences. We do this by giving grants to arts and cultural organizations, supporting the artistic growth and development of our community’s artists and arts administrators, and providing children with arts and cultural experiences that help develop creative and critical thinking skills. For volunteer opportunities, please email [Emma@UnitedArts.cc](mailto:Emma@UnitedArts.cc), or visit [TheArtsMatter.com](http://TheArtsMatter.com) to perform an act of philanthropy by giving *for* the arts today.

United Arts of Central Florida is a dynamic collaboration of 164 businesses, 8 governments and school districts, 38 foundations, more than 50 arts and cultural organizations, and 3,188 artists and individuals. This partnership works to enhance the quality and variety of cultural experiences available throughout Lake, Orange, Osceola and Seminole counties. Since its inception in 1989, United Arts has invested more than \$117 million in local cultural organizations and cultural education. United Arts strengthens the community by connecting you with creative opportunities and experiences. *The Arts Matter*™ – for our children, for our economy, for our community. For more information please visit [UnitedArts.cc](http://UnitedArts.cc).

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