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United Arts Welcomes New President & CEO

United Arts of Central Florida has named Flora Maria Garcia of Atlanta as the organization's new President & CEO. She brings more than 29 years of experience in nonprofit arts management.

Garcia recently served as CEO of the Metro Atlanta Arts & Culture Coalition (MAACC), a regional nonprofit organization, tasked with collaborating with local governments, businesses, and civic leaders to support arts and culture. She has been with the organization since 2007. Prior to MAACC, she served as the President of the Fort Worth and Tarrant County Arts Council and the Executive Director of the Missouri Arts Council. She has also served on the boards of Americans for the Arts and Mid-America Arts Alliance.

"Flora Maria brings great knowledge and experience to Central Florida through her impressive background in arts management, as well as her reputation as a leader on a national level," said Tony Jenkins, Board Chair of United Arts.

"I am thrilled to be joining United Arts, a recognized and established national model that works with the cultural community as well as the public and private sectors to keep arts and culture a major priority for the Central Florida region," said Garcia. "With such a large creative sector and so many incredible cultural offerings, the region is well underway in leveraging the arts as economic drivers. I am excited about becoming a contributing member of such a vital community!"

Garcia will start the position at United Arts on May 29, 2012.

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. For more information please visit UnitedArts.cc. To share why *The Arts Matter*[™] to you, visit TheArtsMatter.com. For our children – for our economy – for our community.

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