

PRESS RELEASE

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UNITED ARTS PARTNERS WITH IHEART MEDIA ORLANDO AND ZAZA NEW CUBAN DINER, ANNOUNCING NEW “FEED YOUR SOUL” PROMOTION

ORLANDO – APRIL 18, 2017 – [United Arts of Central Florida](#), [Zaza New Cuban Diner](#) and [iHeart Media Orlando](#) announced the launch of a new “Feed Your Soul” promotion last Friday, in support of local arts and culture. The “Feed Your Soul” promotion runs through April 30, where Zaza New Cuban Diner will donate a percentage of every artisan coffee and bag of artisan coffee sold, to United Arts’ *Arts for ALL* Fund, which benefits more than 70 local cultural organizations, right here in Central Florida.

The “Feed Your Soul” promotion is being honored at all four of Zaza New Cuban Diner’s locations:

1. 3500 Curry Ford Rd., Orlando, FL 32806
2. West Town Corners, 380 S State Rd. 434, #1007, Altamonte Springs, FL 32714
3. 417 N Alafaya Trail, Orlando, FL 32828
4. Orlando International Airport, Airside 1, Gate 17, 1 Jeff Fuqua Blvd., Orlando, FL 32827

The “Feed Your Soul” promotion was created to provide a boost in funding support during the final weeks of United Arts’ 2017 collaborative *Campaign for the Arts*, where donations from individuals, corporations, foundations and workplace giving accounts during the three-month Campaign provides funding for a range of organizations in Lake, Orange, Osceola and Seminole counties. Through United Arts, donors may designate their contributions to one or more of 19 cultural partners participating in the Campaign, consisting of the area’s cornerstone arts, science and history organizations. Donations made during the Campaign timeframe are eligible for a 15 percent matching grant.

“This is an exciting way to rally support in the final weeks of United Arts’ 2017 collaborative *Campaign for the Arts*,” said Flora Maria Garcia, CEO and president of United Arts. “With an overall collaborative Campaign fundraising goal of \$2.039 million, having this level of support from iHeart Media Orlando and Zaza New Cuban Diner is a true testament to the involvement these organizations have in our community. Arts and culture are critical to making Central Florida such a wonderful place to live, work and play. The arts bring people together and this promotion helps bring us one step closer to ensuring that opportunities to experience the arts are available and accessible to all Central Floridians.”

All proceeds from the “Feed Your Soul” promotion will go to United Arts’ *Arts for ALL* Fund, one of the

designation options included within the 2017 collaborative *Campaign for the Arts*. United Arts' *Arts for ALL* Fund is a granting pool that supports more than 70 local organizations, including the Agency's established cultural partners. Last year, United Arts supported more than 2.7 million arts and cultural experiences including more than 896,000 experiences for K-12 students. Through efforts like the "Feed Your Soul" promotion and with the support of socially-conscious corporations, such as Zaza New Cuban Diner and iHeart Media Orlando, United Arts aims to make an even larger impact in our local communities.

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 enrich communities by investing in arts, science and history. United Arts serves residents and visitors in Lake, Orange, Osceola and Seminole counties through more than 70 local arts, science and history organizations. It raises and distributes funds for these cultural groups and provides management, administrative and advisory services. Since 1989, United Arts has invested more than \$141 million in Central Florida's arts and culture.

More information is available at www.UnitedArts.cc or by calling 407.628.0333. Please email FloraMaria@UnitedArts.cc for comments or inquiries.

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