

PRESS RELEASE

FOR RELEASE FRIDAY, SEPTEMBER 29, 2017



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UNITED ARTS CREATES THE IRMA ARTS FUND IN WAKE OF HURRICANE IRMA

ORLANDO, FLA. — September 29, 2017 — Now through Thursday, October 12, United Arts is kicking off an intensive one-time, two-week, emergency fundraising effort to raise \$80,000 for the “**Irma Arts Fund.**” Donors can contribute through <https://app.mobilecause.com/form/8I6ZPA> or use cell phones to text IrmaArts to 41444.

Donations to the “Irma Arts Fund” will assist United Arts-funded cultural groups with immediate financial needs as they recover from this devastating storm. As United Arts continues to assess damages to the cultural community, this fund will quickly make possible small grants of up to \$2,000 to United Arts-funded cultural groups who need *immediate* assistance for Hurricane Irma-related losses.

As a result of pre- and post-Hurricane Irma, performances were cancelled, cultural venues were shut down, collections and property were damaged and artistic and other personnel lost income due to cancellations and postponements of shows. Cultural groups continue to lose ticket and venue rental revenue as Central Floridians focus on their own recovery.

United Arts is waiving all administrative fees for donations to the Irma Arts Fund so that 100% of donations can be disbursed to organizations in need.

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 \$145 million in Central Florida’s arts and culture.

For more information, visit <http://www.UnitedArts.cc> or call 407.628.0333. Please email FloraMaria@UnitedArts.cc for comments or inquiries. You can follow United Arts of Central Florida on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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