

PRESS RELEASE

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UNITED ARTS EXCEEDS 50 PERCENT MARK, RAISES \$1.08 MILLION+ TOWARD \$2.039 MILLION CAMPAIGN FOR THE ARTS GOAL

ORLANDO – March 24, 2017 – United Arts of Central Florida announced today that seven weeks into the annual collaborative *Campaign for the Arts*, it has received donations and pledges totaling \$1.08 million (at 52.8% of its \$2.039 million goal). The 2017 Campaign officially runs from February 1 through May 1.

“I am thrilled that we’ve hit the 50 percent mark,” said Flora Maria Garcia, CEO and president of United Arts. “I am so grateful to the donors who have contributed thus far, and urge those who have not yet made their contributions to help us keep the momentum needed to get to our \$2.039 million goal by May 1. Especially during these critical times, when National and State-level arts budgets are in threat of being defunded, we rely on and greatly appreciate the generosity of Central Florida arts and cultural donors who are making it possible for our groups to continue creating such amazing work.”

Donations from individuals, corporations, foundations and workplace giving campaigns during the three-month campaign provide funding for a range of organizations in Lake, Orange, Osceola and Seminole counties. Donors may designate their contributions to one or more of 19 Campaign cultural partners. Such donations are eligible for a 15 percent matching grant. Gifts to United Arts’ *Arts for ALL* Fund support more than 60 local groups, including our 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.

“We are so appreciative of the support received through the first half of the campaign,” said Jean Grono-Nowry, Chair of United Arts. “The continued support of our community members is an important testament to the value that local arts and culture brings into our lives as Central Floridians.”

About the Campaign:

- Donations to the collaborative *Campaign for the Arts* can be made at www.UnitedArts.cc. It’s fast, easy and secure.
- The goal for the 2017 collaborative *Campaign for the Arts* is \$2.039 million. United Arts combines the individual fundraising goals of its cultural partners to determine the overall goal.
- United Arts’ Campaign cultural partners are eligible for a 15 percent matching grant made available through the generous contributions of trustee-level donors, who give \$100,000 or more as well as corporate donors.

- For contributions of \$50 or more, donors receive a complimentary one-year subscription to *Orlando Arts Magazine*. For contributions of \$100 or more, donors also receive the United *ArtsCard*, a buy-one-ticket-get-one-free and discount card that connects donors to cultural offerings throughout Central Florida.
- The complete list of United Arts' collaborative *Campaign for the Arts* cultural partners is:
 - Art and History Museums – Maitland
 - Association to Preserve the Eatonville Community
 - Bach Festival Society of Winter Park
 - Crealdé School of Art
 - Downtown Arts District/CityArts Factory
 - Enzian
 - Garden Theatre
 - Orange County Regional History Center
 - Orlando Ballet
 - Orlando Fringe
 - Orlando Museum of Art
 - Orlando Philharmonic Orchestra
 - Orlando Philharmonic Opera
 - Orlando Repertory Theatre
 - Orlando Science Center
 - Orlando Shakespeare Theater
 - Osceola Arts
 - Seminole Cultural Arts Council
 - Wayne Densch Performing Arts Center

“Thank you to everyone who has made a pledge or contribution,” said Leslie McClelland, Development Committee Chair. “United Arts is working hard to earn our community’s support and to keep the momentum of this Campaign going until we reach our collective goal.”

Gifts can be made online at www.UnitedArts.cc/Give-Now or by texting **ARTS** to **71777** and completing the form.

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 60 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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