

PRESS RELEASE

FOR RELEASE FEBRUARY 14, 2017



Contact:

Flora Maria Garcia
President & CEO
407-628-0333 x225

FloraMaria@UnitedArts.cc

UNITED ARTS KICKS OFF THE 2017 COLLABORATIVE CAMPAIGN FOR THE ARTS IN STYLE

ORLANDO, FL – February 14, 2017 — If you were at *Arts for ALL Day* on February 4, you know that United Arts of Central Florida’s 2017 collaborative *Campaign for the Arts* is now in full swing, and how many great local arts and cultural organizations the Campaign supports, to help make Central Florida such a wonderful place to live and visit. United Arts’ overall Campaign goal has been increased to \$2,042,611 and the agency is already reporting that it has raised 23% toward the 2017 goal.

“To be at 23% toward our goal in mid-February is an excellent start to this year’s Campaign,” said Flora Maria Garcia, United Arts’ president & CEO. “But, we still have a long way to go. With so many new people exposed to the wealth of arts and cultural experiences available to them in Central Florida on *Arts for ALL Day*, many for the first time, our Campaign partners are going to need even more support this year, to be able to meet the demands of their newly-expanded audiences. I’m hopeful that Central Florida will rally in support of the arts and make this year’s campaign our best one yet.”

In addition to United Arts’ goal of introducing new communities to Central Florida’s local arts and cultural organizations through the event, United Arts’ first-ever *Arts for ALL Day* served as the official kickoff to the 2017 Campaign. United Arts’ 2017 collaborative *Campaign for the Arts* is the agency’s annual fundraiser, conducted in partnership with 19 of the area’s cornerstone arts, science and history organizations, all of which provide educational outreach programs serving Central Florida.

This year’s collaborative *Campaign for the Arts* runs from February 1 through May 2. If you live in Central Florida, United Arts encourages you to help make your community an *Arts for ALL* community, by making a donation to United Arts’ *Arts for ALL Fund*, that provides grants to more than 60 Central Florida cultural organizations, in Lake, Orange, Osceola and Seminole counties.

Through the Campaign, donors may also designate contributions to one or more of 19 cultural organizations that partner with United Arts. Donations made to Campaign partner organizations will receive a 15 percent match from United Arts.

United Arts is a one-stop shop, funding a plethora of organizations in a wide range of disciplines. The ultimate goal is to serve the community – by providing interesting, challenging and exciting experiences that are accessible to all residents of Central Florida. Without the generous support of community members, just like you, many of these organizations would not be able to sustain the level of quality or

the number of cultural offerings that help make Central Florida such an exciting place to live and visit.

The complete list of United Arts' 2017 collaborative *Campaign for the Arts* cultural partners is:

1. Art & History Museums–Maitland
2. Association to Preserve the Eatonville Community (P.E.C.)
3. Bach Festival Society of Winter Park
4. Crealdé School of Art
5. Downtown Arts District/CityArts Factory
6. Enzian
7. Garden Theatre
8. Orange County Regional History Center
9. Orlando Ballet
10. Orlando Fringe
11. Orlando Museum of Art
12. Orlando Philharmonic Opera
13. Orlando Philharmonic Orchestra
14. Orlando Repertory Theatre
15. Orlando Science Center
16. Orlando Shakespeare Theater
17. Osceola Arts
18. Seminole Cultural Arts Council
19. Wayne Densch Performing Arts Center

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.

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.

###