



PRESS RELEASE

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UNITED ARTS LAUNCHES EARLY BIRD PHASE OF THE 2017 COLLABORATIVE CAMPAIGN FOR THE ARTS

ORLANDO – December 6, 2016 – The Early Bird phase of the 2017 collaborative *Campaign for the Arts* is now in full swing. While the main portion of the Campaign officially runs from February 1 – May 2, 2017, the Early Bird phase provides donors an opportunity to make year-end gifts and also exempts them from further solicitation from the 19 collaborative Cultural Partners during the main portion of the Campaign. “It’s the season of giving and with all of the arts and cultural offerings available throughout Central Florida this time of year, the Early Bird phase of United Arts’ annual collaborative *Campaign for the Arts* is always a wonderful time for donors to support the cornerstone cultural groups and take advantage of year-end tax-deductible donations,” said Flora Maria Garcia, United Arts’ President & CEO.

Donors may designate their contributions to one or more of 19 cultural organizations that partner with United Arts to raise funds during the Campaign. Dollars raised from now through the Campaign’s end on May 2, 2017—which is supported through individual gifts, corporate and foundation contributions and employee giving—are matched by United Arts by 15 percent! Donors may also give to United Arts’ *Arts for ALL* Fund that provides competitive grants to more than 60 Central Florida groups, in Lake, Orange, Osceola and Seminole counties.

“United Arts is a one-stop shop funding a plethora of organizations in a wide range of disciplines,” Ms. Garcia said. “Our ultimate goal is to serve the community – by providing interesting, challenging and exciting experiences that are accessible to everyone in Central Florida.”

About the campaign

- The goal for the 2017 collaborative *Campaign for the Arts* is \$2,039,199 (two percent over last year’s goal). United Arts combines the individual fundraising goals of its cultural partners to determine the overall goal.
- United Arts matches designated funds to the 19 cultural partners by 15 percent. The match is made available through the generous contributions of trustee-level donors, who give \$100,000 or more.
- 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 & 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
- Donations to the collaborative *Campaign for the Arts* can be made by selecting “Give Now” at www.UnitedArts.cc

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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