

PRESS RELEASE

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***UNITED ARTS OF CENTRAL FLORIDA EXCEEDS 50 PERCENT GOAL,
RAISES \$1 MILLION+ TOWARD \$2 MILLION GOAL***

ORLANDO – March 16, 2016 – United Arts of Central Florida announced today that six weeks into the annual *Collaborative Campaign for the Arts*, it has received donations and pledges totaling over \$1 million (50% of its \$2 million goal). The 2016 Campaign officially runs from February 1 through April 30.

“I am thrilled that we’ve hit the \$1 million 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 most ambitious goal ever -- \$2 million goal by April 30th. As always, we greatly appreciate the generosity of Central Florida arts and cultural donors who make it possible for our groups to create 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 50 local groups including our established cultural partners. Last year, United Arts supported more than 2.5 million arts and cultural experiences including more than 755,000 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 support of the Central Florida community is important for a vibrant arts community.”

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 2016 *Collaborative Campaign for the Arts* is \$2 million. United Arts combines the individual fundraising goals of its cultural partners to determine the overall goal.
- United Arts’ 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 Theatre
 - Garden Theatre
 - Mad Cow Theatre
 - Orange County Regional History Center
 - Orlando Ballet
 - Orlando Museum of Art
 - Orlando Philharmonic Orchestra
 - Orlando Philharmonic Opera
 - Orlando Repertory Theatre
 - Orlando Science Center
 - Orlando Shakespeare Theater
 - Osceola Center for the Arts
 - Seminole Cultural Arts Council
 - Wayne Densch Performing Arts Center

“Thank you to everyone who has made a pledge or contribution,” said Scott Bowman, Development Committee Chairman. United Arts is working hard to earn that support and to keep the momentum of this campaign going until we reach our overall goal.”

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, sciences and history. United Arts serves residents and visitors in Lake, Orange, Osceola and Seminole counties through more than 50 local arts, sciences and history organizations. It raises and distributes funds for these cultural groups and provides management, administrative and advisory services. Now in its 27th year of service to the Central Florida community, United Arts has invested more than \$136 million in local organizations and education since its founding in 1989.

More information is available at www.UnitedArts.cc or by calling 407-628-0333. Please email Erica@UnitedArts.cc for comments or inquiries.

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