



**Contact:**

Erica Henri  
United Arts of Central Florida  
407.628.0333 x222  
Erica@UnitedArts.cc

**Orlando Gives Partners with Canvs for Launch Party on #GivingTuesday**

***On November 30<sup>th</sup>, join us for the official launch of Orlando Gives***

Orlando, FL, November 18, 2015 – Orlando Gives invites the Central Florida community to celebrate the launch of a new movement on November 30, 2015 at Canvs in downtown Orlando. The event will welcome nonprofit throughout Central Florida to join Orlando Gives, we will hear words from Mayor Buddy Dyer, and celebrate the official launch of a movement seeking to change the way our community gives.

*Registration for the event: <https://www.eventbrite.com/e/orlando-gives-launch-party-tickets-19613205626>*

United Arts is one of six local nonprofits that started with the idea of creating a culture of giving in Central Florida and now they want to take it to the main stage. With Giving Tuesday just around the corner, Orlando Gives is harnessing the collective power of a unique blend of partners in Orlando —nonprofits, businesses and corporations as well as families and individuals—to transform how people think about, talk about and participate in the giving season. Come out to network with community supporters and learn how you can join this movement and give back to your community! Each nonprofit in Central Florida has the mission to make Orlando a better place to live. Why not be a part of it?

Orlando Gives joined the fourth year of the #GivingTuesday movement, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. #GivingTuesday is held annually, occurring this year on December 1, on the Tuesday after Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday.

Those who are interested in participating in Orlando Give's #GivingTuesday initiative can visit [www.orlandogives.org](http://www.orlandogives.org) to learn more about the Collaborative Partners and how you can get involved.

**Images available upon request**



### **About Orlando Gives**

Established as a collaborative effort to empower Central Florida donors to support communities and create a culture of giving – because Central Florida Matters. Six organizations, are working together as “pilot partners” to launch Orlando Gives this year on #GivingTuesday, December 1, 2015, the international day of giving. The partners have a vision to expand Orlando Gives in 2016 and beyond.

**Website:** [www.orlandogives.org](http://www.orlandogives.org)

**Facebook:** [www.facebook.com/OrlandoGives](http://www.facebook.com/OrlandoGives)

**Twitter:** [www.twitter.com/OrlandoGives](http://www.twitter.com/OrlandoGives)

### **About #GivingTuesday**

#GivingTuesday is a movement to celebrate and provide incentives to give—the 2015 iteration will be held on December 1, 2015. This effort harnesses the collective power of a unique blend of partners—nonprofits, businesses and corporations as well as families and individuals—to transform how people think about, talk about and participate in the giving season.

#GivingTuesday inspires people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world. #GivingTuesday harnesses the power of social media to create a global moment dedicated to giving around the world.

**Website:** [www.givingtuesday.org](http://www.givingtuesday.org)

**Facebook:** [www.facebook.com/GivingTuesday](http://www.facebook.com/GivingTuesday)

**Twitter:** [twitter.com/GivingTues](http://twitter.com/GivingTues)

### **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 through the arts, science 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 and regional host of the collaborative *Campaign for the Arts*, [power2give.org](http://power2give.org) and [OrlandoAtPlay.com](http://OrlandoAtPlay.com), 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](http://www.UnitedArts.cc) or by calling 407-628-0333. Please email [Erica@UnitedArts.cc](mailto:Erica@UnitedArts.cc) for comments or inquiries.