



P R E S S R E L E A S E

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**UNITED ARTS OF CENTRAL FLORIDA LAUNCHED 2016
FUNDRAISING CAMPAIGN WITH A GOAL OF \$2 MILLION**

ORLANDO – February 16, 2016 - The 2016 collaborative *Campaign for the Arts* is in full swing and runs through April 30, 2016. “This year our goal is to raise \$2 million for the vital support of our arts organizations in Central Florida. Once again, with the support of our community, I am confident we can reach this goal,” said Flora Maria Garcia, United Arts President & CEO.

Dollars raised during the three-month campaign—which is supported through individual gifts, corporate and foundation contributions and workplace giving campaigns—provide funding for the 19 “cornerstone” cultural institutions, such as the Orlando Museum of Art, the Orlando Philharmonic Orchestra, the Orlando Ballet and the Association to Preserve the Eatonville Community, all of which, provide educational outreach programs serving Central Florida.

“A donation to the collaborative *Campaign for the Arts* is an investment in our region because cultural groups generate over \$264 million in economic activity and support 9,000 jobs throughout Central Florida,” said Jean Grono-Nowry, Chair, United Arts of Central Florida.

Donors may designate 100 percent of their contributions to one or more of 19 cultural organizations that partner with United Arts to raise funds during the campaign or to another cultural group of their choice. During campaign time United Arts matches designated contributions by 15 percent! Donors may also give to United Arts’ *Arts for ALL* Fund that provides grants to more than 50 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 all residents of Central Florida.”

About the campaign

- The goal for the 2016 collaborative *Campaign for the Arts* is \$2 million (15 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 and corporate donors who participate in United Arts’ Workplace Giving Campaigns.

- 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
 - 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 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 unite, strengthen and inspire the Central Florida community through the arts and culture. 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. Since 1989, United Arts has invested over \$136 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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