

PRESS RELEASE

FOR RELEASE FRIDAY, MAY 6, 2016



Contact:

Erica Henri
Director of Development and Marketing
407-628-0333 x222
Erica@UnitedArts.cc

UNITED ARTS OF CENTRAL FLORIDA EXCEEDS ITS MOST AMBITIOUS GOAL, EVER, RAISING MORE THAN \$2 MILLION FOR COLLABORATIVE CAMPAIGN FOR THE ARTS

ORLANDO, Fla. – May 6, 2016 – United Arts of Central Florida announced today that its annual Collaborative *Campaign for the Arts* raised more than **\$2 million** for local arts, sciences and history organizations. United Arts continues its streak of exceeding its fundraising goal for this annual campaign.

“In setting the Agency’s highest campaign goal in its 27 “year” history, the efforts by both United Arts and our cultural partners have proven very effective and harnessed the truly collaborative nature of this effort. We are proud to say that we exceeded the \$2 Million collective goal for the campaign,” said Scott Bowman, Development Chairman, “I am proud to see that our hard work, alongside that of our cultural partners, has paid off.”

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 cultural partners.

“Thank you, once again, Central Florida,” said Jean Grono-Nowry, Chair of United Arts’ board of directors. “It is an exciting time for arts and culture in Central Florida. You can certainly feel the new energy and enthusiasm for the arts and the growing support from the community who believes in keeping the arts, sciences and history thriving in Central Florida. The beauty of the campaign is that it not only raises funds for our amazing cultural organizations, but it is also a vehicle to remind us all of the great performances, exhibits and shows available in our backyard.”

“I am grateful for every single donor who contributed to the 2016 collaborative *Campaign for the Arts*, whether with a designated gift to a cultural partner or one for United Arts’ *Arts for ALL* Fund,” said Flora Maria Garcia, president and CEO of United Arts. “We have worked hard since the Early Bird launch to get United Arts’ campaign message out to our trusted donor-base, and also engage new communities, this year, to support our cultural partners as they began their individual campaign efforts. The entire Central Florida community, of both past and new donors, came back with an answer of generosity and support for arts and culture. Thank you to everyone who made this campaign season a success.”

About the Campaign

- 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-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

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.