



## PRESS RELEASE

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### **UNITED ARTS LAUNCHES EARLY BIRD PHASE OF THE 2018 COLLABORATIVE CAMPAIGN FOR THE ARTS**

ORLANDO – December 1, 2017 – The Early Bird phase of the 2018 *Collaborative Campaign for the Arts* has officially commenced. While the main portion of the campaign officially runs from February 1 – April 30, 2018, the Early Bird phase provides donors an opportunity to make year-end gifts and also exempts them from further solicitation from the 14 Campaign Partners during the main portion of the campaign.

“With the holidays rapidly approaching, it is important to take time and reflect on what makes Central Florida such a vibrant community. The cultural organizations in Central Florida provide unique and exciting experiences throughout the year and the Early Bird phase of the 2018 *Collaborative Campaign for the Arts* is a great time to give back to these cornerstone cultural groups while also benefiting from year-end tax deductions,” said Flora Maria Garcia, United Arts’ President & CEO.

Donors may designate their contributions to one or more of 14 campaign partners who collaborate with United Arts to raise funds during the campaign. Dollars raised from now through the campaign’s end on April 30, 2018 – 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 supports competitive grants to more than 70 Central Florida cultural providers, in Lake, Orange, Osceola and Seminole counties.

“As Central Florida’s largest Arts Fund Agency, donating through United Arts is the most convenient way to support one or many of your favorite local arts and cultural institutions at once. Donations made to one or more of the campaign partners are matched by United Arts by 15 percent. This allows donors to make an even bigger impact with their contribution,” Ms. Garcia said. “Ultimately, our goal is to support cultural organizations that benefit and enrich the local community by providing engaging experiences that are accessible to everyone in Central Florida.”

#### About the campaign

- The goal for the 2018 *Collaborative Campaign for the Arts* is \$2 million. United Arts combines the individual fundraising goals of its campaign partners to determine the overall goal.
- United Arts matches designated funds to the 14 campaign 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 more than 25 cultural offerings throughout Central Florida.

- The complete list of United Arts' *Collaborative Campaign for the Arts* campaign partners is:
  - o Art & History Museums – Maitland
  - o Bach Festival Society of Winter Park
  - o Crealdé School of Art
  - o Downtown Arts District/CityArts Factory
  - o Enzian
  - o Garden Theatre
  - o Orange County Regional History Center
  - o Orlando Ballet
  - o Orlando Fringe
  - o Orlando Museum of Art
  - o Orlando Philharmonic Orchestra
  - o Orlando Repertory Theatre
  - o Orlando Science Center
  - o Orlando Shakespeare Theater
  - o United Arts' Arts for ALL Fund
  
- Donations to the *Collaborative Campaign for the Arts* can be made by selecting "Give Now" at [www.UnitedArts.cc](http://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 70 local arts, science and history providers. It raises and distributes funds for these cultural groups and provides management, administrative and advisory services. Since 1989, United Arts has invested more than \$145 million in Central Florida's arts and culture.

More information is available at [www.UnitedArts.cc](http://www.UnitedArts.cc) or by calling 407.628.0333. Please email [FloraMaria@UnitedArts.cc](mailto:FloraMaria@UnitedArts.cc) for comments or inquiries.

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