

PRESS RELEASE

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Contact:

Flora Maria Garcia

President & CEO

407.628.0333 x225

FloraMaria@UnitedArts.cc

A NIGHT TO KICKOFF THE 2018 *COLLABORATIVE CAMPAIGN FOR THE ARTS*

ORLANDO, Fla. — FEBRUARY 2, 2018 — Last night, at the Grand Bohemian Hotel in downtown Orlando, United Arts of Central Florida hosted the kickoff reception for the 2018 *Collaborative Campaign for the Arts* that almost 200 donors and arts patrons attended. The night was a celebration welcoming the official start of the collaborative campaign, which is the agency's annual fundraiser, conducted in partnership with 14 of the area's largest cornerstone arts, science and history organizations. This year, United Arts and the Campaign's 14 cultural partners have a goal to collectively raise \$2,000,000 that will provide funding for operational and programming support in the Central Florida community.

With the help of the event's **Presenting Sponsor, Publix Super Markets Charities**, and the event's **Premier Sponsor, PNC Bank**, the kickoff reception for the 2018 *Collaborative Campaign for the Arts* was a huge success. The evening connected numerous cultural organizations with local businesses, donors, and political dignitaries. Topics of discussion were varied and included: the current status of arts and culture in Central Florida, the many cultural organizations represented by the Collaborative Campaign and the importance of supporting arts and culture in Central Florida. One important supporter is **Ruben Perez**, owner of **Zaza's New Cuban Diner**, who, in partnership with iHeart Media, has joined with United Arts' **Feed Your Soul** campaign. Perez discussed his passion for the arts and announced at the kickoff reception that, from February 1 to February 28, Zaza's will donate a portion of proceeds from their sales of cups of Artisan coffee and bags of Artisan roasted coffee to the 2018 Collaborative Campaign through the *Arts for ALL* Fund, and will be promoted through iHeart Media's radio stations.

"United Arts is grateful for the support provided by Publix Supermarket Charities, PNC Bank, and the Grand Bohemian Hotel," said Erica Henri, director of development and communications at United Arts. "Their generous support was vital to the success of the Collaborative Campaign kickoff. Due to each of their contributions, we were able to connect our 14 cultural partners with donors, board members, business leaders, political dignitaries, and media partners who are passionate about seeing cultural organizations prosper and have ideas to make that happen."

United Arts and the Campaign's cultural partner organizations have already made significant strides to meet the 2018 *Collaborative Campaign for the Arts*' \$2 million goal. "We are extremely pleased to have reached 22.1% of the goal set for 2018 during the 'Early Bird Campaign' that ran from late November to the end of January," stated Flora Maria Garcia, United Arts' president and CEO. "However, there is still a lot that needs to be done to support our local art and cultural institutions in 2018. This past year has been challenging for our local cultural groups as many of them experienced substantial damages due to Hurricane Irma, which also resulted in a loss of revenue. Additionally, our cultural groups are experiencing unexpected costs as they expand their programming to embrace a new influx of audience members from Puerto Rico."

This year, the *Collaborative Campaign for the Arts* runs from February 1 through April 30. If you refer to Central Florida as “home” then United Arts encourages you to help make your community an *Arts for ALL* community, by making a donation to the United Arts’ *Arts for ALL* Fund. The *Arts for ALL* Fund provides grants to more than 60 Central Florida cultural providers in Lake, Orange, Osceola and Seminole counties.

Additionally, donors may also designate contributions to one or more of the 14 cultural organizations that partner with United Arts during the Collaborative Campaign. Donations made to the campaign partner organizations will receive a 15 percent match from United Arts.

United Arts connects the local community with cultural organizations in a variety of disciplines. The ultimate goal of United Arts is to enrich and invest in the local community by providing challenging, creative, and interesting experiences that are accessible to every resident in Central Florida. With the support of community members just like you, these organizations are able to sustain a superb showcase of exhibitions, events, and performances, and will continue to create new programming that engages the community, and can provide unique experiences that make Central Florida an exciting place to live and visit.

The complete list of United Arts’ 2018 Collaborative Campaign for the Arts fund designations:

1. Art & History Museums–Maitland
2. Bach Festival Society of Winter Park
3. Crealdé School of Art
4. Downtown Arts District/CityArts Factory
5. Enzian
6. Garden Theatre
7. Orange County Regional History Center
8. Orlando Ballet
9. Orlando Fringe
10. Orlando Museum of Art
11. Orlando Philharmonic Orchestra
12. Orlando Repertory Theatre
13. Orlando Science Center
14. Orlando Shakespeare Theater
15. *Arts for ALL* Fund–United Arts’ grant fund to 60+ cultural providers

For contributions of \$50 or more, donors receive a complimentary one-year subscription to *Orlando Arts Magazine*. For contributions of \$100 or more, donors will receive a one-year subscription to *Orlando Arts Magazine* and the *United ArtsCard*, a buy-one-ticket get-one-free and discount card that connects donors to cultural offerings throughout Central Florida.

Gifts can be made online at the United Arts website, www.UnitedArts.cc/Give-Now.

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 60 local arts, science 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 more than \$145 million in Central Florida’s arts and culture.

For more information, visit <http://www.UnitedArts.cc> or call 407.628.0333. Please email

FloraMaria@UnitedArts.cc for comments or inquiries. You can follow United Arts of Central Florida on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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