



PRESS RELEASE

FOR RELEASE MARCH 22, 2018

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UNITED ARTS EXCEEDS 50 PERCENT MARK, RAISES \$1.1 MILLION TOWARD \$2 MILLION COLLABORATIVE CAMPAIGN FOR THE ARTS GOAL

ORLANDO – March 22, 2018 – United Arts of Central Florida announced today that seven weeks into the annual *Collaborative Campaign for the Arts*, it has received donations and pledges totaling \$1.1 million (at 55.4% of its \$2 million goal). The 2018 Collaborative Campaign officially runs from February 1 through April 30.

“I am thrilled that we’ve hit the 50 percent mark,” said Flora Maria Garcia, president and CEO of United Arts. “I am so grateful to the donors who have contributed thus far, and urge those who have not yet made their contributions to help us keep the momentum needed to get to our \$2 million goal by April 30. Especially during these critical times, where funding from the State of Florida Division of Cultural Affairs will only cover 6% of requests this year, on average, due to Legislative cuts and we are still feeling the effects of the two hurricanes, we rely on and greatly appreciate the generosity of Central Florida arts and cultural donors who are making it possible for our cultural providers to continue creating such amazing work.”

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 14 Campaign Partners.

Campaign donations are eligible for a 15 percent matching grant. Gifts to United Arts *Arts for ALL* Fund support more than 60 local cultural organizations, including our established Campaign Partners. Last year, United Arts supported more than 2.7 million arts and cultural experiences including more than 910,000 experiences for K-12 students.

“Thank you to everyone who has already participated by making a pledge or contribution,” said Leslie McClelland, Development Committee Chair. “United Arts is working hard to raise awareness of the importance of arts in our community and is committed to maintaining our momentum to reach our collective campaign goal of \$2 million by April 30.”

About the Campaign:

- Donations to the *Collaborative Campaign for the Arts* can be made at www.UnitedArts.cc/Give-Now
- The goal for the 2018 *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 Campaign 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-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* Campaign Partners is:

- Art & History Museums-Maitland
- Bach Festival Society of Winter Park
- Crealdé School of Art
- Downtown Arts District/CityArts Factory
- Enzian
- Garden Theatre
- Orange County Regional History Center
- Orlando Ballet
- Orlando Fringe
- Orlando Museum of Art
- Orlando Philharmonic Orchestra
- Orlando Repertory Theatre
- Orlando Science Center
- Orlando Shakespeare Theater

Gifts can be made online at 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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