

PRESS RELEASE

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CELEBRATING CREATIVITY AT THE 2018 *COLLABORATIVE CAMPAIGN FOR THE ARTS* CLOSING RECEPTION

ORLANDO, Fla. — APRIL 20, 2018 — At Tesla Motors, among the gleam of innovative cars and solar power sources, potential donors met to contribute to the 2018 *Collaborative Campaign for the Arts* and to discuss the importance of art and culture in Central Florida. As donors experienced “Tesla Launches,” enjoyed wine tastings and hors d’oeuvres, they focused on how innovation and creativity correlate to cultural programming, how the arts benefit the local economy, and how recent state budget cuts will negatively affect arts and cultural organizations and their programs.

With the help of the event **sponsor, OUC – The Reliable One, and the event host, Tesla Motors**, the Closing Reception of the 2018 *Collaborative Campaign for the Arts* was a huge success. United Arts of Central Florida set a goal to raise \$5,000 by the end of the evening but attendees exceeded the initial goal and helped increase the donation amount to \$14,071. These funds will go directly toward the 2018 *Collaborative Campaign for the Arts*.

Currently, United Arts and the 14 campaign partners have raised 68.1% of the 2018 *Collaborative Campaign for the Arts*’ \$2 million goal. “This next week is pivotal to raise the remaining funds for the campaign. Last year the state’s art grant budget was \$24.6 million for arts and culture, but this year the entire state will receive only \$2.6 million, which cuts the art and cultural budget almost 90% in just one year. With only .12¢ per capita, we will see art and cultural programming reduced in our region,” explained Erica Henri, United Arts’ director of development. “Similar to the Closing Reception, United Arts set a goal that we need to reach by April 30, but we would love to see that goal exceeded by the passionate arts supporters in Central Florida.”

About the 2018 *Collaborative Campaign for the Arts*:

The 2018 *Collaborative Campaign for the Arts* is United Arts of Central Florida’s annual fundraiser, conducted in partnership with 14 of the area’s cornerstone arts, science and history organizations. This year, United Arts and the 14 campaign partners have a goal to collectively raise \$2,000,000 by April 30 that will provide funding for operational and programming support for these cultural institutions in the Central Florida community. All donations designated to campaign partner organizations by April 30 will receive a 15% match from United Arts of Central Florida.

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.

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

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

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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