

# PRESS RELEASE

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## **A NIGHT TO KICK-OFF THE 2020 COLLABORATIVE CAMPAIGN FOR THE ARTS**

**ORLANDO, Fla. — JANUARY 30, 2020**—United Arts of Central Florida hosted its kickoff reception for the 2020 *Collaborative Campaign for the Arts* on January 28. Almost 200 donors and arts patrons were in attendance at the Orlando Museum of Art to celebrate the official start of the Collaborative Campaign, which is United Arts’ biggest annual fundraiser, conducted in partnership with 15 of the area’s largest arts, science and history organizations. This year, United Arts and the campaign’s cultural partners have a goal to collectively raise \$2.7 million that will provide funding for operational and programming support in the Central Florida community. If this goal is reached, an additional \$500,000 will be unlocked in the form of a long-term Challenge Grant from Orange County Government.

With the help of the event’s sponsors: **Orlando Health, Publix Super Markets Charities, Wells Fargo, Darden Restaurants Inc., EY, KPMG, Lowndes, MSL CPAs & Advisors, Orlando Magic, Chepenik Financial, and Creative Planning**, the kickoff reception for the campaign was a huge success. The evening connected numerous cultural organizations with local businesses, donors, media partners and elected officials.

“United Arts is grateful for the support provided by the event sponsors,” said Flora Maria Garcia, President and CEO of 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 15 cultural partners with donors, board members, business leaders, political dignitaries, and media partners who are passionate about seeing cultural organizations prosper and share ideas to make that happen.”

United Arts and the campaign’s cultural partners have already made significant strides toward the 2020 *Collaborative Campaign for the Arts’* goal of \$2.7 million in order to unlock the additional funds from Orange County.

“We are extremely pleased to have reached 30% of the overall goal set for 2020 during the ‘Early Bird Campaign’ that ran from late November to the end of January,” said Brendan Lynch, chair of United Arts Board of Directors. “However, there is still a lot that needs to be done to support our local arts and cultural institutions. Increased gifts from current donors and gifts from new donors will be crucial to reaching the \$2.7 million goal and unlocking the \$500,000 matching grant from Orange County. This added support will allow our arts and cultural partners to continue to recruit and retain top talent, which is instrumental to the economic vitality of the Central Florida community.”

The *Collaborative Campaign for the Arts* runs from February 1 through April 30. If you refer to Central Florida as home, United Arts encourages you to help make your community an *Arts for ALL* community, by donating to the United Arts – *Arts for ALL* Fund. The *Arts for ALL* Fund goes toward grants to more than 60 Central Florida cultural providers in Lake, Orange, Osceola and Seminole counties.

Donors may also designate contributions to one or more of the 15 cultural partners in the Collaborative Campaign. Donations made to the campaign partner organizations will receive a 15% match from United Arts.

**The complete list of contribution options for United Arts' 2020 Collaborative Campaign for the Arts is:**

1. Art & History Museums - Maitland
2. Bach Festival Society of Winter Park
3. Central Florida Community Arts
4. Crealdé School of Art
5. Downtown Arts District/CityArts Factory
6. Enzian
7. Garden Theatre
8. Orange County Regional History Center
9. Orlando Ballet
10. Orlando Fringe
11. Orlando Museum of Art
12. Orlando Philharmonic Orchestra
13. Orlando Repertory Theatre
14. Orlando Science Center
15. Orlando Shakes
16. United Arts – *Arts for ALL* Fund supports more than 60 cultural providers

United Arts connects the local community with cultural organizations in a variety of disciplines. The goal of United Arts is to enrich and invest in the local community by providing challenging, creative, and interesting cultural 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 diverse 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.

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](http://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 \$155 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](mailto:FloraMaria@UnitedArts.cc) for comments or inquiries.

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