

# PRESS RELEASE

FOR RELEASE FEBRUARY 25, 2020



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## **ZAZA NEW CUBAN DINER *ESPRESSOS* THEIR LOVE FOR THE ARTS IN CENTRAL FLORIDA BY SUPPORTING THE UNITED ARTS “FEED YOUR SOUL” CAMPAIGN**

**ORLANDO – FEBRUARY 25, 2020** – United Arts of Central Florida has once again partnered with iHeartMedia Orlando and Zaza New Cuban Diner to raise money in support of arts and culture through the “Feed Your Soul” fundraising campaign.

Now through March 8, Zaza New Cuban Diner will donate a portion of its sales from all espressos, drip-style coffees and new take-home retail bags of coffee to United Arts - *Arts for ALL* Fund, which helps support more than 60 local arts and cultural organizations. Choose Zaza New Cuban Diner for your next cup of coffee and let their artfully roasted Cuban coffees feed your soul in support of arts and culture.

"Our mission to 'be community partners' made the decision to partner with United Arts on the 'Feed Your Soul' campaign an easy choice," explained Ruben Perez, owner of Zaza New Cuban Diner. "We wholeheartedly support the great work that United Arts does for our community."

The “Feed Your Soul” promotion is running at all four Zaza New Cuban Diner locations and the location at the Orlando International Airport:

1. Curry Ford – 3500 Curry Ford Rd., Orlando, FL 32806
2. Altamonte Springs – West Town Corners, 380 S State Rd. 434, #1007, Altamonte Springs, FL 32714
3. Waterford Lakes – 417 N Alafaya Trail, Orlando, FL 32828
4. Lake Mary – Griffin Farms Plaza, 237 Wheelhouse Lane, Lake Mary, FL 32746
5. Orlando International Airport, Airside 1, Gate 17, 1 Jeff Fuqua Blvd., Orlando, FL 32827

iHeartMedia Orlando has been promoting the “Feed Your Soul” campaign and the 2020 *Collaborative Campaign for the Arts* through many of their radio stations including Magic 107.7, Pride Radio Orlando, Real Radio 104.1, Rumba 100.3, Mega 97.1 FM, Accion 97.9 FM, 101.1 WJRR Orlando’s Rock station and 104.5 The Beat. “Feed Your Soul” is a unique way for arts and culture enthusiasts to engage with local businesses and restaurants while also supporting their favorite local cultural institutions.

The *Collaborative Campaign for the Arts* runs through April 30. United Arts encourages you to help make your community an *Arts for ALL* community, by donating to the United Arts – *Arts for ALL* Fund.

United Arts’ *Collaborative Campaign for the Arts* is a combined fundraising campaign with 15 of the region’s cornerstone arts and cultural organizations. In addition to giving to the *Arts for ALL* Fund, donors may also contribute to one or more of the campaign’s 15 cultural partners. Donations made to campaign partner organizations will receive a 15% match by United Arts.

This year, United Arts and the campaign's cultural partners have an aggressive goal to raise \$2.7 million through the campaign. If this goal is reached, an additional \$500,000 will be unlocked in the form of a Challenge Grant from Orange County Government.

**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 the more than 60 local arts, science and history organizations it supports. It does this by providing direct support through grants and contracts for services, collaborative fundraising, arts education opportunities, advocacy, and technical and administrative assistance. 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.

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