

PRESS RELEASE



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UNITED ARTS OF CENTRAL FLORIDA ANNOUNCES NEW CAMPAIGN

ORLANDO – July 7, 2020 – United Arts of Central Florida (United Arts) has launched a new fundraising campaign to help support small and midsize arts and cultural organizations in Orange County. The 2020 *Empower the Arts Campaign* will run from July 15 to September 15, 2020 with a goal to collectively raise \$162,000.

As these Orange County arts and cultural organizations continue to grow, the need for funding increases. This campaign will provide these nonprofits with an opportunity to reach new donors through United Arts' collaborative fundraising process. In addition, contributions designated to these partners through the Empower campaign will be eligible for a 15% match by United Arts. Matching funds for this campaign were provided from Orange County in a grant to United Arts.

"United Arts is thrilled to announce this new *Empower the Arts Campaign* and provide this fundraising opportunity for these Orange County organizations," said Brendan Lynch, chair of United Arts Board of Directors. "This year in particular, the funds raised during this campaign will help support these groups at a time when all arts and cultural organizations have been financially challenged as a result of the pandemic."

The *Empower the Arts Campaign* will allow donors to designate contributions to one or more of the 13 campaign partners. The complete list of United Arts 2020 *Empower the Arts Campaign* partners includes:

1. ArtReach Orlando
2. Central Florida Ballet
3. Central Florida Vocal Arts
4. Florida Symphony Youth Orchestras
5. Global Peace Film Festival
6. The Holocaust Memorial Resource and Education Center of Florida
7. MicheLee Puppets
8. Opera Orlando
9. Orlando Gay Chorus
10. Snap! Orlando
11. Timucua Arts Foundation
12. Winter Garden Heritage Foundation
13. United Arts – *Arts for ALL Fund*

You can help make your community an *Arts for ALL* community, by also considering a donation to the United Arts – *Arts for ALL Fund*. The *Arts for ALL Fund* supports grants to more than 60 Central Florida cultural providers and ensures access to a wide variety of arts and cultural programming for all.

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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, <https://unitedarts.cc/empowercampaign/>

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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 Juliana@UnitedArts.cc for comments or inquiries.