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United Arts Announces Voting Campaign Winner

On June 1, 2011, United Arts launched a quick and easy voting campaign, *The Arts Matter. Your Vote Matters!*, which ran for 14 days. In just three clicks, the community was able to help their favorite local arts and cultural organization win \$5,000. More than 50 organizations that have received funding through United Arts within the last three years participated in this arts awareness voting campaign.

After more than 12,250 total visits to TheArtsMatter.com, 11,907 collective votes (number of unique visitors), and over 100 new entries shared about why *The Arts Matter*[™], the winning organization with 1,544 votes is Enzian Theater. They will be presented with a check for \$5,000 at United Arts' Annual Board Meeting on Wednesday, June 22.

The five runner-up organizations, as voted by the community, are as follows:

1. The Center for Contemporary Dance – 829 votes
2. Orlando Shakespeare Theater – 782 votes
3. Bach Festival Society of Winter Park – 674 votes
4. Orlando Repertory Theatre – 622 votes
5. Florida Symphony Youth Orchestra – 544 votes

Many organizations used progressive and creative ideas to promote the initiative. The Center for Contemporary Dance published inspiring essays and videos about why *The Arts Matter*[™] and shared them via e-newsletter. Enzian Theater placed signs with a QR Code leading to TheArtsMatter.com on theater tables for each screening throughout the voting campaign. Orlando Museum of Art also utilized QR Codes directing their 1st Thursdays event attendees to vote. Copious amounts of email blasts were sent, social networking links shared, and organization homepages covered with *The Arts Matter. Your Votes Matter!*. We applaud each and every participating Central Florida arts and cultural organization for their incredible efforts.

United Arts of Central Florida is a dynamic collaboration of 135 businesses, 8 governments and school districts, 33 foundations, more than 50 arts and cultural organizations, and 2,873 artists and individuals. This partnership works to enhance the quality and variety of cultural experiences available throughout Lake, Orange, Osceola and Seminole counties. Since its inception in 1989, United Arts has invested more than \$112 million in local cultural organizations and cultural education. For more information please visit www.UnitedArts.cc. To share why *The Arts Matter*[™] to you, visit www.TheArtsMatter.com. For our children – for our economy – for our community: keep the creative spirit alive in Central Florida.

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