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UNITED ARTS COUNCIL CREATES CUSTOM QR CODE

Naples, Florida (June 29, 2011) - The United Arts Council announces that it has created a custom QR code for use on brochures and other arts-related printed materials. When scanned with a Smartphone, the code will connect to the Council's website: www.CollierArts.com.

The addition of the QR code to brochures will be particularly helpful to out-of-town visitors. When they pick up arts-related brochures at hotels or local Chamber visitor centers, they will be able to scan the code and connect to the Council's site. This will enable visitors to get the most current calendar of arts events and information about cultural destinations. They will also be able to link to websites for galleries, artists, entertainers and arts organizations.

The United Arts Council is the state-designated Local Arts Agency for Collier County. They are responsible for uniting and promoting the area's arts and cultural community. For more information, call 263-8242.

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