



## Arts Walk Loops Offer a Fun, New Way to Experience Downtown Olympia

**September 30, 2021 – OLYMPIA, WA** — [Olympia Arts Walk](#) gets an added dose of fun this year with the addition of Arts Walk Loops. Festival goers can use Arts Walk Loops to discover shops and businesses as well as win instant prizes when they complete a Loop. Arts Walk Loops are found inside Olympia’s new *Go Downtown* app, a free mobile and web application launched this summer by Pacific Northwest loyalty company SnowShoe as part of the Olympia Downtown Alliance’s initiative to support local businesses.

“Olympia residents and [Arts Walk](#) visitors alike are enthusiastic supporters of local business,” says Olympia mayor Cheryl Selby. “SnowShoe’s new program adds a fun gamification experience. *Go Downtown* offers us a way to thank people for coming downtown and encourage them to come again.”

Arts Walk Loops feature between three and six downtown businesses grouped into categories. Festival goers can choose among three different Loops to complete: Art Venues, Food, and Shopping. The Food Loop, for instance, features a delicious journey through Swing Wine Bar, Octapas Cafe and Chelsea Farms Oyster Bar.

“The new Arts Walks Loops add a fun way for festival goers to explore downtown businesses and win prizes,” explains SnowShoe CEO Ned Hayes. “You can celebrate local artists and earn points in the *Go Downtown* game as you discover all downtown Olympia has to offer.”

Once a Loop is completed, a downtown visitor levels up to become an “Arts Walker” and wins an instant \$5 in-person store discount redeemable at participating downtown locations. With every new loop completed, the festival goer wins another prize, which can be redeemed at over 30 stores downtown.

To participate in Arts Walk Loops, simply use the free *Go Downtown* app (available for mobile Web, Apple and Android). The free *Go Downtown* app can be used as a mobile web application by visiting [go-oly.com](http://go-oly.com). App users can set up an account in just a few short steps and then immediately start collecting points by “checking in” at downtown businesses. To check in, shoppers simply touch their mobile screens to the Spark check-in device in each of 60 participating downtown Olympia stores.

Hundreds of downtown shoppers and businesses have been using the *Go Downtown* app since July as a way to support the historic downtown retail district. Shoppers collect basic



points by “checking in” at stores. When a shopper completes a “loop” (a grouped set of stores), then they earn many more points, which encourages downtown activities across the entire downtown shopping district.

**Arts Walk Loop** Featured Businesses Include:

- Captain Little
- Chelsea Farms Oyster Bar
- Childhood’s End Gallery
- Compass Rose
- Octapas Cafe
- Olympia Gear Exchange
- Olyphant Art & Media
- Orca Books Cooperative
- Swing Wine Bar

**Get the Go Downtown App**

The free *Go Downtown* app is available now at [go-oly.com](http://go-oly.com) for mobile web, iOS and Android.

[GO-OLY.COM](http://GO-OLY.COM)

**The Go Downtown App**

For images of the *Go Downtown* app, Spark Tap™ check-in device, and logos, [click here](#).

**About SnowShoe**

SnowShoe is a Pacific Northwest-based technology company specializing in mobile check-in and loyalty solutions, led by long-time Olympia resident Ned Hayes, CEO. More information about [SnowShoe](#).

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