

EXPLORE Lowry Art + Architecture Loop and EARN prizes through our App.

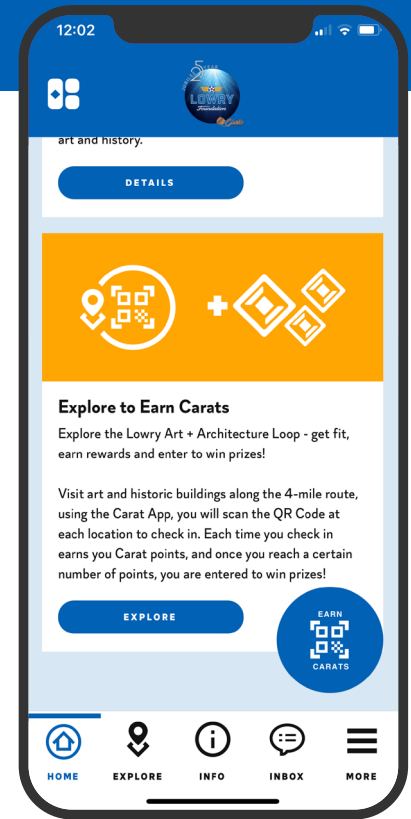
Get Started

Download the app from the iOS App Store or the Google Play Store



Join the Event

Use Carat ID LWRY or join the event by searching for nearby events.



How IT Works

After you register, earn Carats by visiting locations along the Lowry Art + Architecture Loop. Use the QR Code Scanner on the app to add Carats to your account. Earn Carats with the unique QR code at each stop along the tour. Check the app for the most up-to-date rewards!



POWERED BY



carat

Lowry Art + Architecture Loop Carat App FAQ

How to Administer Carats

As a participant, administering this program is as easy as putting out signs.

However, training users on using the Carat App will lead to increased adoption - highly recommend the app is mentioned to customers!

Onboarding Customers Step by Step

1. Download the app from Google or iOS. They can scan the QR code along the tour or search for Carat app from the App Store.
2. Join the event by typing in the Carat ID LWRY or searching for events by location.
3. Register. **Note:** They must verify their account via email to be entered into prize drawings!
4. Use the scan code button to scan the QR code at the tour stop.
5. Repeat at other locations!

Other Questions & Answers

Why should patrons use the app?

You earn points by visiting historic locations and art installations. If you earn enough points, you'll be entered into one of the Lowry Foundation's giveaways, including \$100 Gift Cards!

What are carats?

Carats are the name of the points you earn from checking in at participating locations.

How do I earn carats?

Scan the QR code in each participating location. You can do so from within the app Home Screen or via your camera. You should see the button in the bottom right corner.

Stay in touch.

From the app, the Lowry Foundation can send you a message if you've won. Keep push notifications on so you never miss a message.

Where can I download the app?

The app can be downloaded from Google or iOS. Search Carat App to find it. You can also visit caratapp.io/download to download the app.

"Did you know you can earn rewards now just by exploring the Lowry district through the Carat App? Sign up today and you can start earning Carats by checking in at each stop along the tour!"

Increasing Adoption of the Carat App

Carat provides a fun and rewarding digital experience to increase the marketing growth, analytics and exposure to participating businesses.

"It's like Pokemon GO - for adults!"

Participating Business in Fort Collins

How do I join Lowry Art + Architecture Loop from Carat app?

In order to join the Lowry Art + Architecture Loop event, enter the Carat ID LWRY or click 'Search for Events' to search by your location. You should see the event listed, and click to join.

Registration.

Registration is quick and easy to get started. With just a First Name, Email and password, you can get started earning Carats.

Once registered, **don't forget to verify your account!** You can do this later, but you will not be able to redeem any prizes until you've verified. Click the link from your email to verify your account.

Other Fun Features

Leaderboards

Get competitive with friends and family - visit more places than others to be at the top of the pack!

Bonus Carats

Earn a few extra carats by Completing your profile, Liking our Facebook page or Following our Instagram - you'll be that much closer to your next reward!