



Come Out and Play!

BY RAE WARD

At its annual meeting in June, United Arts of Central Florida launched OrlandoAtPlay.com*, its rebranded online arts and entertainment calendar, formerly called RedChairProject.com. In addition to featuring a virtual box office and discounted tickets, it will now also include event descriptions with interactive maps, expanded category listings, a public art module and surrounding restaurant options—all in a user-friendly format.

With more than 300 events and 200 organizations, OrlandoAtPlay.com is a comprehensive website that highlights the best of Central Florida entertainment and is sure to offer visitors authentic experiences to enjoy. The program also has an e-newsletter with weekly highlights and subscriber-only discounts. OrlandoAtPlay.com includes happenings throughout seven Central Florida counties (Brevard, Lake, Orange, Osceola, Polk, Seminole and Volusia).

“Our vision is for OrlandoAtPlay.com to become the preferred search site for arts and entertainment information in Central Florida,” says Linda Landman Gonzalez, chair of UA’s board of directors. “By including arts events, cultural experiences, outdoor recreation and great dining

experiences on the same site, we believe that there would be no reason to search anywhere else.”

After researching more than 40 arts and cultural website models being used throughout the country, UA discovered that the most successful ones offer a variety of events, while allowing options to include restaurant and other entertainment venues to appeal to the broadest possible audience. Additional categories include farmers markets, art walks, and outdoor recreation.

After a lengthy naming and rebranding process, OrlandoAtPlay.com was identified as the name that was easy—and fun—to remember and that would reflect the energy of the creative industry it represents. “We were fortunate to have the support of branding experts from the Orlando Magic, Walt Disney World Parks and Resorts and Visit Orlando in our naming process,” says Flora Maria Garcia, president and CEO of UA. “Input from local arts leaders helped us discover a name that simply but effectively conveys the energy of Central Florida entertainment.”

**OrlandoAtPlay.com is presented by United Arts of Central Florida and funded in part by Orange County Government through the Arts & Cultural Affairs Program.*



BOOKMARKING OrlandoAtPlay.com ON YOUR SMART PHONE

iPhone

1. Open OrlandoAtPlay.com in your phone’s browser
2. Hit the “share” button
3. Click the OAP icon with “add to home screen” below
4. Follow prompts and it will be added to your home screen
5. It will appear as the final icon on your last home page

Android

1. Launch your phone’s browser
2. Press “menu,” then select bookmarks
3. Long press any bookmark and click “ADD Shortcut to Homescreen”

United Arts invites everyone in Central Florida—residents and visitors alike—to come out and play. Learn where and when by visiting ...

