

Participants FAQ

What is Unlock Midtown?

Unlock Midtown is a NEW, FREE neighborhood-wide game comprised of a series of 11 puzzles across 11 retailers – all presented by Spielbound.

You can enjoy this interactive experience with family and friends for one weekend only: Friday through Sunday, March 22-24. All 11 participating retailers have different puzzles in need of solving inside their stores, and your mission is to successfully complete each one.

To start your sleuthing, pick up an Unlock Midtown guide at Spielbound. This piece will include a list of all participating retailers and provide you a place to keep track of codes solved.

For each code solved, you will receive a bounce-back from the retailer hosting the puzzle before moving on to another one of the retailers listed below. Participating retailers include:

- Alamo Drafthouse Cinema
- Cantina Laredo
- Corky Canvas and Corky Boards
- Culprit Cafe and Bakery
- LeadBelly
- Pickleman's
- Ray's Original Buffalo Wings
- Spielbound
- The Afternoon
- Waxing The City
- Wohlner's Grocery and Deli

So what is the ultimate goal? Solve for all 11 codes to be entered to win a Midtown Crossing Prize Package worth more than \$400. Once you've successfully completed all 11 codes, return your Unlock Midtown guide to Spielbound to be entered into the drawing.

Where do I start?

Start at Spielbound at 3229 Harney St. by picking up your Unlock Midtown guide and starting with your first clue.

What do I do once I've solved all 11 puzzles?

Take your Unlock Midtown guide back to Spielbound and enter it into a drawing for the grand prize package.

What do I get if I solve a puzzle?

You'll receive a special prize/bounce back from the retailer host, varying from one location to the next.

What is the grand prize package?

This is the big prize that you can win if you successfully complete all 11 puzzles. Just return your completed Unlock Midtown guide to Spielbound for a chance to win. The package currently includes:

- Spielbound: 1 Year Membership (\$150 value)
- Arlan's Barber Shop: Free shoeshine & free haircut (\$100 value)
- The Afternoon: Board game & Omaha book (\$50 value)
- Leadbelly: \$50 gift card
- Corky Boards: Free Class (up \$40 board)
- Wohlner's Grocery and Deli: \$25 gift card

When does Unlock Midtown take place?

It runs from Friday through Sunday, March 22-24, from 11am to 5pm each day.

Is there a time limit?

No – take your time and enjoy the neighborhood!

What order do I go in?

There is no prescribed order. Visit the retailers in any order you like, once you pick up your Unlock Midtown guide from Spielbound.

Do I have to solve all 11 puzzles?

No, you can solve as many or as few as you like. However, if you successfully complete all 11, you will be able to enter yourself into a drawing for the grand prize package.

How do I know where to go?

There is a list of retailers on the Unlock Midtown guide that lists each place you can visit.

Where do I put the answers to the puzzles?

Answers can be recorded on your Unlock Midtown guide.

How will I know where to go inside each retailer?

Look for the black balloon, noting the location of each puzzle.

What is the Unlock Midtown guide?

A one-sheet that provides a list of participating retailers, a map, directions, and a place to put the answers to all 11 clues, plus the main final answer.

Which retailers are participating?

Alamo Drafthouse Cinema, Cantina Laredo, Corky Canvas and Corky Boards, Culprit Cafe and Bakery, LeadBelly, Pickleman's, Ray's Original Buffalo Wings, Spielbound, The Afternoon, Waxing The City, & Wohlner's Grocery and Deli.

How do I get the prize at each retailer?

Once you think you have the right answer, show it to a staff member at the retailer and if it's correct, they will hand you the prize.

Is advance registration required?

Advance registration is not required. Simply pick up your Unlock Midtown Guide to begin – and enjoy!

Who is Unlock Midtown appropriate for?

Unlock Midtown is group-friendly, family-friendly and appropriate for all ages.