

SNOW MUCH FUN!

VIRTUAL (AR) EXPERIENCES

NOVEMBER 19, 2023 - JANUARY 31, 2024

Explore downtown Boulder both real and virtual through a new lens as you adventure through a self-guided AR tour of the district. Scan QR codes on each block of the Pearl Street Mall, as well as on the East End and West End and all the way to the Civic Area and Library to access fun filters via Instagram. Follow along on this winter wonderland trail and meet snowmen, penguins and more as you go!



Look for the signage with Freezie and QR codes!

PEARL STREET MALL

- ★ 1 FROSTY KAREN
- ★ 2 ARCTIC ORCA
- ★ 3 MARCH OF THE PENGUINS
- ★ 4 BREAKING (GINGER) BREAD
- ★ 5 POLAR BEARS
- ★ 6 BUMBLE IN THE FOREST

CIVIC AREA

- ★ 1 TWINKLE TOES
- ★ 2 "FOR US" TREES
- ★ 3 SNOW MELD (ARTFUL SNOWFLAKE)
- ★ 4 NOSEY NARWAL

↑↓ Enjoy a stroll between downtown and the Civic Area two blocks south of Pearl Street.



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