It’s the Final Countdown. Get Ready to Play.

Game launch: Saturday, October 16 -- 10 AM
Wrap party and prizes: Saturday, October 30 -- 3-5 PM

play/share beyond/in uses SMS messaging (aka text messaging) to communicate missions to teams and players. In a nutshell, players text out system, the system sends a mission, players complete the mission, and the we use the system to assigns points, award badges, and keep score.

Ready to jump in?
To start exploring Beyond/In Western New York and the city of Buffalo, you will need to complete a few quick steps to set up your player profile:

Setting Up your Profile (aka your player account)
To set up your player account, please visit the registration page. You'll be sent a confirmation email to ensure you're a human. Fill in your profile -- find an avatar and share some details about yourself so that other players can identify you. If you've started a team, create a group and invite your teammates to join.

Forgot to sign up online? Ran into someone who wants to play? Not a problem.
Once game play begins on Saturday, October 16, new players can activate an account instantly with a mobile phone. Your points will be stored in the system. Go online to finish your profile and we'll transfer your points to you.

Player Support
play/share HQ is at the Burchfield Penney Art Center, 1300 Elmwood Ave., Saturdays 10-2 and Sundays 1-3. During these times we will be answering questions, helping players, and recruiting new team members. If you have questions or problems, please stop by, or just stop by to say hi. If you need help outside these times, just send us an email and we'll get back to you within 24 hours.