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## The Best Event Calendar in Washtenaw County

# Ann Arbor Observer

## Is now being shared with members of The Arts Alliance

The Arts Alliance and the *Ann Arbor Observer*, publisher of the BEST online and printed calendar in the greater Ann Arbor area, have partnered to offer members of The Arts Alliance an easy effort event calendar posting option.

**We need a great calendar!** Is what arts and cultural marketers say over and over. You were heard!

- Post once and it populates online at [AnnArborObserver.com](http://AnnArborObserver.com) where it is searchable by date, location and type of event.
- Post once and it is shared with The Arts Alliance for its e-Newsletter, web calendar page and social media sites.



Members of The Arts Alliance will be identified online with this logo bug.



- A2tix users will be identified the A2tix logo bug.
- Please note: *For consideration in the Ann Arbor Observer printed publication you should still send a media release by email by the 10th of the preceding month to [events@aaobserver.com](mailto:events@aaobserver.com).*

### Registering and posting events on both the Ann Arbor Observer and The Arts Alliance Calendars.

1. **Requirement:** your membership with The Arts Alliance must be in good standing. Not sure if your membership is current? Go to <https://a3arts.org/membership-join-us/> or email: [info@a3arts.org](mailto:info@a3arts.org).

2. **Create an account at the Ann Arbor Observer** <https://annarborobserver.com/calendar/login/register.html>

Follow the account registration instructions. Remember to record your password!

3. **Confirm and activate your account.** You will receive an email from the Ann Arbor Observer to activate your account. If you don't receive an email, check your spam file. Follow the link to activate your Ann Arbor Observer account. Once activated you are ready to add your events!

#### 4. Posting events

- Go to: [annarborobserver.com/calendar](http://annarborobserver.com/calendar)
- Login by entering your email and password.
- You will be taken to the homepage.
- Click on "Add a calendar event"
- Follow the instructions.
- Submit by clicking 'Add' in the bottom left corner.
- Once posted and confirmed, a flag will appear in the **Ann Arbor Observer** calendar saying "Welcome, member of The Arts Alliance!"
- Your event will automatically be sent to The Arts Alliance.

## Ann Arbor Observer

ADVERTISE | CONTACT US | SEND A TIP | SUBSCRIBE | FRIENDS

### Ann Arbor Observer - Main Menu

Welcome!  
You can:

**arborview**  
Submit your photos to be shown on AnnArborObserver.com

- Submit a photo
- View photo gallery

**the calendar**  
We want to know about your event!

- Add a calendar event
- Change or delete calendar events that you entered

**ArborMail**  
Request automated e-mail announcements of future calendar events

- ArborMail

**your account**

- Change your password
- Change your other info
- Log out

[Return to AnnArborObserver.com](#)

AnnArborObserver.com includes all events listed in the monthly Ann Arbor Observer. To submit an event to the print Observer calendar, send email by the 10th of the preceding month to [events@aaobserver.com](mailto:events@aaobserver.com). The description will be written by our events editors and tagged "listed by the Ann Arbor Observer" with the symbol:

If your event does not fit into the print calendar, you can post it online yourself - use the "register" link above to get started. You can list events as much as a year in advance. These listings are tagged "listed by public" with the symbol:

Note: If your event is included in the Observer print calendar, our editors' listing will replace your listing online.

If your event is being published in the print calendar, please do not post it online. We always post our print listings online. If you aren't sure, give us a call at 734-769-3175 or e-mail us at [events@aaobserver.com](mailto:events@aaobserver.com).

We hope this new calendar option meets your needs. There may still be a few bugs. If you find any or have questions or concerns, please notify us at [info@a3arts.org](mailto:info@a3arts.org). Thank you!