

## BUSINESS

# Live in Lakewood Ranch? There's an app for that

### Staff report

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Lakewood Ranch launched an app to help residents stay connected and get the latest updates on activities and events.

The new app will provide the community's 42,000 residents and 1,600 businesses with a new way to exchange information. The app, offered on Google and Apple sites, is a mobile extension of the popular myLWR.com website. During the coronavirus pandemic, Lakewood Ranch has offered virtual programming, including concerts, fitness and wellness classes, as well as family nights, happy hours and more.

According to a news release, the new app will help promote health and fitness by encouraging outdoor recreation, and it offers a list of all Lakewood Ranch parks, trails and a bike map.

Lakewood Ranch Medical Center is one of the five main sponsors of both the community's website and the app.

"Engaging in community events plays a vital role in mental and physical health, which is especially important during this time," Andy Guz, CEO of Lakewood Ranch Medical Center, said in the news release.

The app also allows businesses to engage customers and will soon launch a new marketplace feature that includes a communitywide business directory. App users can opt to receive push alerts to get important updates and special discounts and promotions.

Residents can also sign up for activities and other programming on their mobile phones.

"The ease of registering for an event or activity makes this a must-download. Access to the community's great virtual programming is ever so needed during challenging times like these," said Keith Pandeloglou, Lakewood Ranch resident and CoWork business owner.

About 4,000 users have downloaded the app, as well as many nonresidents and prospective homebuyers and business owners.

The app was developed by Alosant, which has launched similar platforms for other master-planned communities.

Founded in 1995, the 33,000-acre development includes over 20 villages. For the past three years, Lakewood Ranch has been named one of the top-selling master-planned communities in the country.

For more information on Lakewood Ranch, contact Monaca Onstad at 941-757-1544.