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HALLOWEEN ON PINE BRINGS MUSIC, COMEDY, DANCING AND COSTUMES TO DOWNTOWN

FREE OUTDOOR FESTIVAL TO FEATURE COSTUME CONTEST WITH MORE THAN \$1,000 IN PRIZES

Long Beach, CA — (October 12, 2009)—The Downtown Long Beach Associates (DLBA) is planning a frightening, free Halloween festival on Pine Avenue on Saturday, October 31 from 8PM-Midnight, it was announced by President and Chief Executive Officer, Kraig Kojian.

Thousands are expected to attend the outdoor event, which will take place on Pine Avenue between Broadway and 3rd Street. Appearing on the main stage, DJ Groovy Lu and DJ Eromic will spin diabolical tunes and hair-raising video while the crowd dances in the street.

A costume contest with more than \$1,000 in cash and prizes will feature the best dressed ghouls and goblins in five categories: Best Superhero, Best Villain, Best Female Overall, Best Male Overall and Most Outrageous.

A comedy showcase courtesy of the Laugh Factory will entertain the audience throughout the night and two special performances of Michael Jackson's *Thriller* will haunt the crowd as more than 25 members of Thrill the World L.A. dance in costume to the epic favorite.

Pine Avenue will be flooded with fog, spooky lights and other décor that will transform the historic street into a perfect setting for a night of wicked fun.

"Halloween on Pine is one of the most anticipated events this year," said Kojian. "We've got a great entertainment line-up and some fun and surprising elements that will make this a night to remember in Downtown."

Pine Avenue area eateries will feature food and drink specials as part of the Halloween on Pine 'Toe Tag' that will be provided free of charge to attendees over 21 years of age.

For more information about the DLBA and/or events happening in Downtown, please visit www.downtownlongbeach.org or call (562) 436-4259.

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About DLBA:

The Downtown Long Beach Associates is a non-profit organization operating on behalf of the property owners and tenants of the Business Improvement District. It is dedicated to the management, marketing, security, maintenance, advocacy, and economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector.