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PINE AVENUE CELEBRATES PRIDE WITH 2ND ANNUAL PINK PARTY

HOSTED BY FAMED DRAG PERFORMER, JEWELS LONG BEACH WITH
CELEBRITY GUEST, ALEC MAPA FROM ABC'S *UGLY BETTY*

Long Beach, CA — (May 13, 2009)— The 2nd Annual Pink Party, produced and sponsored by the Downtown Long Beach Associates (DLBA), will kick off a weekend of celebration, drawing thousands to Pine Avenue for a street party unlike any other.

Set to take place on Friday, May 15 from 7-11 PM in the heart of Downtown's dining and entertainment district (Pine & Broadway), the Pink Party will be hosted by famed drag performer, Jewels Long Beach, and will feature a performance by celebrity comedian, Alec Mapa (ABC's *Ugly Betty* and *Desperate Housewives*).

DJ Groovy Lu will spin music from the stage all night long and will mix video on two jumbo screens. Pine Avenue will be flooded with a sea of pink as the street and buildings get a custom lighting treatment, giant pink carpet squares in the street are turned into lounge-style seating and guests are encouraged to wear as much pink as they can.

Pine Avenue restaurants and bars will offer drink and food specials and a silent auction will feature exotic vacations, a private dinner event for 10 and much more. All proceeds will benefit the Center Long Beach's Mentoring Youth Through Empowerment program.

"This is an exciting opportunity to showcase Downtown Long Beach and to draw a connection between one of the largest annual events in the City and our urban center," said President and Chief Executive Officer, Kraig Kojian. "Downtown businesses are overwhelmingly supportive of the gay and lesbian community and we look forward to demonstrating that in a way that will draw event attendees back throughout the year."

Admission is free, though a voluntary donation of \$10 can be made upon entry. VIP tickets can be purchased for \$35.

For more information about the Pink Party and/or the DLBA, 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.