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INAUGURAL LATIN AMERICAN PARADE & FESTIVAL PLANNED FOR DOWNTOWN LONG BEACH

DLBA PARTNERS WITH MoLAA TO CELEBRATE DIVERSITY OF LATIN AMERICAN CULTURES

Long Beach, CA — (July 24, 2009)- The Downtown Long Beach Associates has partnered with the Museum of Latin American Art to produce the first-ever Latin American Parade & Festival in Downtown on September 12, 2009.

The event will begin with parade on Pine Avenue – the heart of Downtown’s dining and entertainment district – inclusive of floats, performers and organizations representing Latin American countries and cultures. The parade will lead from Pine Avenue into the East Village Arts District where an outdoor festival will be hosted on 1st Street between Elm and Linden, featuring authentic Latin American cuisine, art displays and exhibitions, free dance lessons and live musical performances.

“This is an opportunity to reach out to one of the largest populations in Southern California while drawing attention to one of the most important Latin American cultural assets in the U.S. – the Museum of Latin American Art,” said DLBA and MoLAA Board Member, Phil Appleby. “Downtown Long Beach is the perfect setting for such an important celebration of diversity.”

The parade, which will begin at 3PM, is expected to lead directly to the festival with event-goers following behind the last float in a celebratory procession ending at the intersection of Elm and 1st Streets where the festival will be located.

Participants Sought for Parade and Festival

The DLBA has released a call for participants interested in being a part of either the parade or festival (or both). Entertainers, artists, vendors and community groups that serve, celebrate or represent Latin American culture are encouraged to apply.

Participation forms and additional information about the process are available to download online at www.downtownlongbeach.org/latinfest.

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.