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DOWNTOWN LONG BEACH NEIGHBORHOOD WATCH

***Residents, Business Owners Invited to
Neighborhood Watch Meeting in Downtown Long Beach***

Long Beach, CA - (September 24, 2009) - Downtown Long Beach Associates (DLBA), the non-profit organization operating on behalf of the property owners and tenants of the Business Improvement Districts, and the Long Beach Police Department are organizing a hybrid Neighborhood Watch Program for businesses and residents in the Downtown Long Beach area.

The purpose of this unique Neighborhood Watch Program is to increase public safety for those living and working in Downtown, recognizing that the Downtown is a mixed-use district—offering diverse benefits to residents, businesses, and visitors 24 hours a day, seven days a week.

Everyone is invited to attend the group's second meeting, scheduled for **Tuesday, September 29, 2009 at 7PM**. The meeting will be held at The Cellar, located at 201 East Broadway, and offer simple, proactive steps for residents and business owners to take to avoid becoming the victim of a crime, as well as provide an overview of safety issues and safety-related success stories in Downtown Long Beach.

"The partnership between LBPd and the Downtown community will ensure that the city's central business district remains well informed and continues to help LBPd reduce crime and increase public safety awareness," said DLBA President and CEO Kraig Kojian. "We are all working together to achieve LBPd's goal of becoming California's safest large city."

People unable to attend the meeting can also sign up online for the DLBA's monthly e-newsletter promoting public safety in the Downtown, featuring articles on topics as varied as skateboarding on public property, quality of life outreach, and the safety benefits of getting to know one's neighbors.

For more information about the DLBA, please visit www.downtownlongbeach.org or call (562) 436-4259.

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About DLBA:

The DLBA is a non-profit organization operating on behalf of the property owners and tenants of the Business Improvement Districts. 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.