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TAKE A BITE OUT OF PINE AVENUE AT THE INAUGURAL TASTE OF DOWNTOWN

Residents and Visitors Invited to Sample Signature Dishes at Downtown Eateries

Long Beach, CA - (September 28, 2009) - A variety of Downtown Long Beach restaurants will participate in the first-ever Taste of Downtown on Pine Avenue on Wednesday, September 30th from 6-9PM it was announced by the Downtown Long Beach Associates (DLBA), the organization that is producing and co-sponsoring the event.

Set to take place on Pine Avenue between 1st and 4th Streets, the Taste of Downtown will feature 14 Downtown restaurants offering sample-sized portions of their signature dishes. Event participants may purchase tickets at the event for \$1 each or \$10 for 12 tickets that may be redeemed for food and/or drinks at participating establishments.

Two bands will perform live music throughout the evening as patrons get a taste of the best of what Downtown's dining and entertainment district has to offer.

"This is a perfect opportunity for visitors, residents, and those who work Downtown to explore some of the incredible dining options available in Downtown Long Beach," said Kraig Kojian, DLBA President and Chief Executive Officer. "With award winning restaurants, world class entertainment and cultural destinations at our fingertips, there is no better place to enjoy a night out on the town."

Restaurants that are participating in and co-sponsoring the event include L'Opera, Alegria, George's Greek Café, King's Fish House, Hooters, Café Sevilla, Smooth's Sports Grille, Shannon's on Pine, Taco Beach, Buono's Pizzeria, Alondra Hot Wings, It's A Grind, Mabel's Gourmet Pralines and Aladdin.

For more information about the Taste of Downtown and other events taking place in Downtown Long Beach, please call (562) 435-4259 or visit www.downtownlongbeach.org.

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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.