



**MEDIA ALERT
FOR IMMEDIATE RELEASE**

**LIVE AFTER 5 ACTIVATES THE LOOP AND SHORELINE VILLAGE WHILE
JOINING FORCES WITH THE PIKE OUTLETS' BAY STREET BASH**

- WHAT:** Live After 5 is a curated series of free entertainment within Downtown Long Beach presented by Downtown Long Beach Alliance. The Loop, Shoreline Village and The Pike Outlets at the Waterfront will be the activated area for the month of July. The Big Red Bus will provide a free open-air trolley transporting attendees between The Loop, The Broken Drum Bar, and Shoreline Village. The Pike Outlets' Bay Street Bash will also feature free live music, food tents and more. The monthly Live After 5 event serves to engage workers, residents and visitors through an evening of live music and other entertainment opportunities.
- WHO:** Live After 5 – presented by Downtown Long Beach Alliance
Bay Street Bash – presented by The Pike Outlets, sponsored by The Broken Drum Bar
Website: www.liveafterfive.org
Website: www.theloopdtlb.com
Bay Street Bash: <https://www.facebook.com/events/1731784786889402/>
- WHEN:** Thursday, July 19, 2018
5:00PM – 9:00PM – Live After 5; 6:00PM-9:00PM Bay Street Bash
Next month's schedule:
August 16 – North Pine & The Loop
- WHERE:** Waterfront Area - Shoreline Village, The Pike Outlets (Bay Street)
The Loop at the corner of Pine Avenue and Ocean
- WHY:** Live After 5 provides an opportunity to bring attention to the variety of businesses in our Downtown core through activating an area with live entertainment that encourages walking throughout to experience the event. The intent is to bring foot traffic to local businesses resulting in increased brand exposure and sales, while providing locals, DTLB workers, and visitors with an evening of free live entertainment.
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About DLBA: The Downtown Long Beach Alliance is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit www.downtownlongbeach.org.