



**DOWNTOWN
LONG BEACH
ALLIANCE**

POW!WOW! Long Beach 2019 Adds to Growing List of Community Partners Supporting Closing Party

Long Beach Transit, City's Public Works Department and Clif Bar joins DLBA, interTrend and KCRW to Produce Closing Celebration, July 27.

Long Beach, CA (July 17, 2019) – Painting the city for its fifth year, POW!WOW! Long Beach is collaborating with a host of community partners to produce a closing party, Saturday, July 27 from 7-11 PM, at 245 North Promenade, located between Broadway and Third Street, just east of Pine Avenue in the heart of Downtown Long Beach.

Culminating a week of activities, POW!WOW! Long Beach invites the community to attend the celebration which will also serve as a venue to one of KCRW's (89.9 FM) Summer Nights series, delivered by Southern California's premiere National Public Radio station.

The free outdoor dance party is open to all ages and will feature KCRW DJs Anthony Valadez and Mathieu Schreyer. Patrons can enjoy food from dozens of DTLB restaurants located within walking distance of event, or visit Breaker's Roadshow Food Truck, The Pie Bar, The 4th Horseman, Ammatoli and Plant Junkie Café who will serve their cuisine specialties at the closing party in addition to Beachwood BBQ serving their award-winning beer, Hops & Vine pouring wine, and The Ordinaire mixing craft cocktails.

"We're excited to successfully align the various creative energies from our community partners that truly represent the diverse aspects of Long Beach, while welcoming KCRW to our event, and present this celebration for all to enjoy" said Kraig Kojian, DLBA President and CEO.

Over 20 more murals will be added this year to the existing inventory of nearly 70 paintings that have decorated buildings citywide over the last four years.

"POW!WOW! Long Beach has always been about offering full spectrum cultural experience to our community and beyond," said Julia Huang, interTrend CEO, the lead agency responsible for delivering Pow!Wow! to Long Beach in 2015 and organizing the series of events since. "I am excited to have KCRW as our music partner, adding robustness to the POW!WOW! experience, further encouraging art and music lovers from all over Southern California to visit Long Beach."

A live spray paint art competition featuring four artists vying for bragging rights will be presented by Hello Welcome. Pedal Movement and Clif Bar will make available free onsite bike valet and host a free mural tour beginning 5pm at the Bike Station, located at First Street and the Promenade, and ending at the closing party. Break-dancers from Homeland Cultural Center will provide additional excitement for visitors to enjoy.

Long Beach Transit, a long-time supporter of POW!WOW! Long Beach will again contribute, this time as a sponsor for the closing party.

"Last year, Long Beach Transit wrapped a bus with POW!WOW! art and our moving mural continues to move people with a fun, colorful design," said President and CEO Kenneth A. McDonald. "This year, we're proud to partner with KCRW and the DLBA for the closing celebration that connects people through arts, culture and music."

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Also contributing to this year's festivities is the City of Long Beach's Public Works Department, which will promote its various mobility programs.

"The Public Works Department is proud to collaborate with all sectors of our community and we are thrilled to be participating in POW!WOW!'s closing party, which masterfully combines art, people and a sense of place in one event," said Craig Beck, the City's Director of Public Works. "We always enjoy the opportunity to share and promote our services at community events and this has always been a special one for our team."

The POW!WOW! closing party will take place one block north of the First Street Transit Gallery serviced by Long Beach Transit and Metro's Blue Line. Two-hour free parking for the event is available in The Streets parking structures located between Pine Avenue and Long Beach Blvd., and Third and Sixth Streets. For more information on the closing party, please visit www.downtownlongbeach.org.

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About the sponsors:

DLBA: 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.

POW!WOW! Long Beach: Is a week-long, city-wide public art event that will take place in the summer throughout Long Beach and is part of the globally recognized POW! WOW! Worldwide series of street art events, which since 2010 has brought murals to public spaces in Honolulu, Seoul, Washington D.C., Taipei, and Tokyo. In the past 4 years, Pow! Wow! Long Beach has executed murals in over 40 square miles throughout the city, from South Street to Ocean Boulevard, creating a walkable, bikeable public art experience unlike anything else in the country.

interTrend: A multicultural agency that understands the intersection of culture, emerging trends, and the interaction between brands and consumers. interTrend houses a family of entrepreneurial brand units that build to its core expertise across digital, content and experiential.

Long Beach Transit: Dedicated to connecting communities and moving people...making everyday life better. Its vision is to be a leading provider of transportation options delivering innovative and high-performing services within a multi-modal network that transforms the social, environmental and economic well-being of the diverse communities it serves.

City of Long Beach, Public Works: Strives to operate, preserve, and enhance the City's physical infrastructure and transportation systems. The Department provides a variety of community services including the repair, rehabilitation and general upkeep of City streets, trees, sidewalks, and City structures. It also provides emergency support services throughout the City.

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