



**DOWNTOWN
LONG BEACH
ALLIANCE**

FOR IMMEDIATE RELEASE

EXPLORE DOWNTOWN EVERY THIRD THURSDAY OF THE MONTH FOR LIVE AFTER 5

*Entertainment Featured in Multiple Locations Throughout Downtown and at The Loop on
Thursday, January 17th.*

LONG BEACH, Calif. (January 10, 2019) – Downtown Long Beach Alliance (DLBA) is kicking off its second year of their monthly [Live After 5](#) series featuring Vinyl Record Night on Thursday, January 17 from 5-9 PM at [The Loop](#) located at Pine + Ocean (100 E. Ocean Blvd.).

Live After 5 is a curated series of live entertainment aimed at engaging workers, residents, and visitors through an evening of live music, art activations, and other entertainment opportunities within Downtown. The series is scheduled for the third Thursday of the month from 5PM-9PM and will encourage attendees to explore Downtown neighborhoods each month.

“DLBA continues its ongoing support of Downtown artists, businesses, and residents by hosting a free monthly event that encourages people to visit Downtown Long Beach,” stated Kraig Kojian, President and CEO. “The monthly event allows local businesses and talent to be showcased and experienced by a wider audience in a very accessible way with free entry, pedestrian friendly connections, bike conveniences, and a trolley to tour Downtown neighborhoods.”

The Loop will serve as a hub of information for that evening’s entertainment in addition to offering live music, food, beer, and wine. Guests who visit The Loop can enjoy music performances by High Voltage Selection featuring Gary Bramlett and will feature a live vinyl jam where artists play along to popular vinyl records. Guests can also participate in an opportunity drawing for a chance to win gift cards to Toxic Toast or Fingerprints. Other entertainment includes free custom button making from T Crux, free face painting, and local vendors [The Salt Lounge](#) and [Confidential Coffee](#), who will be serving free hot chocolate to the first 50 people.

Downtown will come alive through special performances and vendors including [Record Box Truck](#) located on North Pine, NOHC at [The Blind Donkey](#), DJ Phil Acosta at [The Stave](#), DJ Desi and live artist Blu Fernandez at [MADE by Millworks](#). Visitors can also stop by the MADE by Millworks Story Hour to hear from local storytellers and slam speakers.

To help visitors move around the Downtown, the [Big Red Bus](#) and trolley will operate two routes, both accessible at The Loop, free of charge by event sponsors, [Shoreline Village](#) and [The Pike Outlets](#). The Big Red Bus will feature [DJ Telegram Sam](#) to keep the music rolling on board. While businesses will be open all day for shopping, the Big Red Bus and trolley will be in circulation from 5-9 PM. A map of businesses participating in Live After 5 will be available at The Loop and on the bus and trolley to help visitors navigate a fun day of dining, entertainment, and shopping.

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



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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. Follow us on social to keep up with the latest news: [Facebook](#), [Twitter](#), [Instagram](#), [Linkedin](#), and [YouTube](#).

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