



**DOWNTOWN
LONG BEACH
ALLIANCE**

FOR IMMEDIATE RELEASE

DLBA PRESENTS THE GRINCH AT THE LOOP FOR SHOP SMALL SATURDAY

*Support local businesses by shopping in Downtown on November 24.
Free on-street meter parking in selected areas and parking garage available all day.*

LONG BEACH, Calif. (November 13, 2018) – As an American Express designated [Neighborhood Champion](#), the Downtown Long Beach Alliance (DLBA) will host a family-friendly event on Saturday, November 24 from 2-6 PM at [The Loop](#) (100 E. Ocean Blvd.) featuring the Grinch.

The Loop will feature a photo opportunity with the Grinch, sponsored by the [Port of Long Beach](#). The first photo is free with additional pictures available for \$1 each. Other entertainment includes free arts and crafts for children, along with free face painting. Music performances by [POW! WOW! School of Music](#) and The Crudes will fill the air with holiday sounds. [The Federal Bar](#) will sell beer, wine, holiday-themed cocktails and soft drinks. Baked goods and treats will also be available for purchase from [Ladie Kakes](#). Free canvas shopping bags will be handed out on a first-come, first-served basis.

On-street meter parking in Downtown north of Seaside Way and [parking garage C at The Streets](#), located off of Third Street between the Long Beach Blvd. and Pine Ave. will offer free parking all day, courtesy of the [City of Long Beach](#) and DLBA.

To help shoppers 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 2-6 PM. A map of 20+ businesses participating in Shop Small Saturday will be available at The Loop and on the bus and trolley to help shoppers navigate a fun day of shopping and dining.

“DLBA continues its ongoing support of Downtown businesses through promoting the nationally embraced shopping day of the year, Shop Small Saturday,” stated Christina Mancebo, DLBA Marketing and Communications Manager. “Shopping local contributes to the economic success of our diverse and vibrant city, so we encourage you to head Downtown for Shop Small Saturday and throughout the year.”

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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.

CONTACT:

Christina Mancebo, Marketing & Communications Manager
christinam@dlba.org
(562) 485-3131