



**MEDIA ALERT  
FOR IMMEDIATE RELEASE**

**DOWNTOWN LONG BEACH ALLIANCE PRESENTS  
NEW YEAR'S EVE AT THE WATERFRONT**

- WHAT:** DLBA is hosting a free family-friendly and fun-filled New Year's Eve celebration at Rainbow Harbor/Pine Avenue Pier Amphitheater featuring live and DJ music as well as performances from Aerial Butterflies. Attendees can capture the moment in an event photo booth. Kids activities include two bounce houses, face painting/henna tattoos, life size games and arts & crafts. At 9 p.m., the sky will light up for an East Coast countdown with a fireworks spectacular from Rainbow Harbor.
- WHO:** Downtown Long Beach Alliance  
Event Sponsors: The Pike Outlets, Long Beach Transit, Gladstone's Long Beach, and Shoreline Village  
Food: Q Smokehouse and Gladstone's will have conveniently accessible booths inside the event. Q Smokehouse will sell beer and wine beginning with a happy hour special from 5 – 6 pm.  
This is a free public event.
- WHEN:** Monday, December 31, 2018  
5:00 p.m. – 10:00 p.m.  
Fireworks at 9:00 p.m.
- WHERE:** Rainbow Harbor/Pine Ave Pier Amphitheater  
330 Pine Ave.  
Long Beach, CA 90802
- WHY:** This free public event provides an opportunity for people to celebrate the coming New Year with friends and family. Long Beach Transit is providing free service Citywide starting at 5 p.m. to 2:30 a.m., including free shuttle service from the First Street Transit Gallery to the Waterfront for the NYE party.
- PARKING:** The Pike Outlets Parking Garage, 62 Cedar Ave.  
Aquarium Parking Garage, 99 Golden Shore Ave  
Shoreline Village Parking, 429 Shoreline Village Dr.
- CONTACT:** Crystal Angulo, Events and Development Manager, DLBA  
Office: 562.436.4259  
Email: [crystal@dlba.org](mailto:crystal@dlba.org)

**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](http://www.downtownlongbeach.org).

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