



*****Note to Editors: Photos Attached*****

PRESS RELEASE

FOR IMMEDIATE RELEASE

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RING IN THE NEW YEAR IN DOWNTOWN LONG BEACH ***New Year's Eve Waterfront Celebration with Live Music, Fireworks and More***

LONG BEACH, Calif. (December 26, 2018) – The Downtown Long Beach Alliance (DLBA) is proud to continue its tradition of hosting an annual New Year's Eve Celebration at the Waterfront at Pine Ave Pier. This free public event provides an opportunity for people to celebrate the coming New Year with friends and family.

Downtown's waterfront amphitheater will come alive with a flurry of activities suitable for the whole family. Entertainment sponsored by The Pike Outlets will feature live performances by Long Beach Unplugged, DJ Joey C, and The Aerial Butterflies who will perform exciting aerial silk performances. Food, beer and wine will be served by Q Smokehouse all night with special happy pricing from 5 p.m. – 6 p.m. The kids' zone will host free face painting, two dance party bounce houses and an arts and crafts area.

At 9 p.m., the sky will light up for an East Coast countdown with a ten-minute fireworks spectacular from Rainbow Harbor co-sponsored by Gladstone's Long Beach and Shoreline Village.

"We're excited to showcase the beauty of the LB waterfront again and see it bustle with people of all ages," said Crystal Angulo, DLBA's Special Events and Marketing Manager. "We think it'll be even more fun this year with an enhanced kids zone and added more food and beverage options for all to enjoy before and after the firework show!"

There are various New Year's celebrations taking place at Downtown Long Beach businesses and attendees are encouraged to keep the party going and support local Downtown businesses listed here <https://downtownlongbeach.org/dtlbnye2018/>. A second firework show produced by the Queen Mary is scheduled at midnight.

Thanks to a partnership between the DLBA and Long Beach Transit riders are able to utilize public transportation citywide free of charge from 5:00 p.m. – 2:30 a.m.

DTLB's New Year's Eve Waterfront Celebration will take place on Monday, December 31 5 p.m. – 9 p.m. For more information, visit www.downtownlongbeach.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. Follow us on social to keep up with the latest news: [Facebook](#), [Twitter](#), [Instagram](#), [Linkedin](#), and [YouTube](#).

About LB Transit: Long Beach Transit serves 28.2 million boarding customers in Long Beach, Lakewood and Signal Hill— as well as portions of Artesia, Bellflower, Carson, Cerritos, Compton, Hawaiian Gardens, Los Alamitos, Norwalk and Paramount — with regular bus and “Passport” services. Water Taxi service is available during the summer months on the AquaBus and AquaLink. For more information visit www.lbtransit.com.

About Shoreline Village: Shoreline Village is a waterfront shopping, dining and entertainment center that overlooks Long Beach’s gorgeous Rainbow Harbor. Styled after a quaint Cape Cod fishing village, Shoreline Village is a family friendly destination by day that develops a sense of romance when night falls. Shoreline Village offers several events during the year. Including the famous Long Beach Mardi Gras Parade, Native American Festival, Pirate Festival, and live music during the summer.

About Q Smokehouse: If it ain’t smokin’, we ain’t open. Q Smokehouse serves fresh, flavorful, quality BBQ with a healthy twist and a lot of fun. Located at 300 South Pine Drive, Long Beach, Q Smokehouse is a unique destination in the heart of Downtown Long Beach. For more information call 562.436.9260 or visit q4bbq.com.

About Gladstone’s Long Beach: Gladstone’s Long Beach is located in the heart of Downtown at The Pike at Rainbow Harbor. Its location on the waterfront provides magnificent views of The Queen Mary and the rest of the harbor for guests. Their diverse menu offers the kind of food that has made them the number one Seafood Restaurant in Southern California. To learn more, visit <http://www.gladstoneslongbeach.com/>.

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