



**FOR IMMEDIATE RELEASE**

## **DOWNTOWN LONG BEACH RECOGNIZES COMMUNITY LEADERS AT CELEBRATE DOWNTOWN**

*Downtown Long Beach Alliance (DLBA) presents Spirit of Downtown Awards to Arts Council for Long Beach, Dale Warner, Javier and Hilda Ortiz, Studioneleven and Retail Design Collaborative (RDC), and Summer And Music (SAM)*

**LONG BEACH, Calif.** (March 20, 2018) – The Downtown Long Beach Alliance will host its annual Celebrate Downtown community event on Thursday, March 29 from 5-9 PM on North Promenade between 3<sup>rd</sup> and 4<sup>th</sup> Streets. The evening will address Downtown’s growth and progress with attention to the revitalization of The Streets (formerly City Place) and a glimpse into what’s to come.

“The Streets’ is experiencing a renewed energy, and we’re excited for the stimulus effect of these new business offerings to Downtown,” said Kraig Kojian, President and CEO of the DLBA. “While Downtown has a character all its own, it’s story is always evolving, and The Streets is a great representation of this fact.”

A highlight for the evening’s program will be the presentation of the Spirit of Downtown Awards to commend five honorees for their contribution to the vitality of our Downtown. The Spirit of Downtown Awards were established in 2012 to posthumously recognize Long Beach community leaders Mark Bixby, Shaun Lumachi, Larry Allison and Bill Baker, all whom embodied passion, dedication and inspirational leadership. This year’s program will continue in that tradition by recognizing the following deserving recipients: Arts Council for Long Beach represented by Griselda Suarez, Dale Warner of Hamburger Mary’s, Javier and Hilda Ortiz of Kress Market, Studioneleven and Retail Design Collaborative represented by Allan Pullman and Michael Bohn, and Summer And Music (SAM) produced by Justin Hectus, Ashley Hectus, and Rand Foster. SAM will be celebrating its 10-year anniversary this summer.

“These individuals and organizations have significantly influenced and shaped the positive trajectory of DTLB,” commented Kojian. “The recognition of their accomplishments speaks volumes to the collaborative spirit that is strong within our community. The Spirit Award is a public way to honor their contributions.”

Celebrate Downtown 2018 is sponsored by The Streets and Beachwood Brewery. The event is open to the public with free entry, but an RSVP is required to [info@dlba.org](mailto:info@dlba.org) or call 562-436-4259. Two hours of free parking is available at The Streets parking structures for all guests.

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

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