



**MEDIA ALERT  
FOR IMMEDIATE RELEASE**

**April 16, 2018**

**LIVE AFTER 5 ACTIVATES PINE AVENUE, THE PROMENADE  
AND THE LOOP ON THIRD THURSDAY**

- WHAT:** Live After 5 activates Pine Avenue, The Promenade and The Loop, as a curated series of live entertainment aimed at engaging employees, residents, and visitors through an evening of live music, art activations, and other entertainment opportunities within Downtown. The Big Red Bus provides a free open-air trolley to transport attendees between multiple locations within the activated neighborhood. The Live After 5 takes place the third Thursday of each month from 5PM - 9PM and features one of the five Downtown neighborhoods.
- WHO:** Live After 5 – presented by Downtown Long Beach Alliance  
Website: [www.liveafterfive.org](http://www.liveafterfive.org)  
Website: [www.theloopdtlb.com](http://www.theloopdtlb.com)
- WHEN:** Thursday, April 19, 2018  
5:00PM – 9:00PM  
Next month's schedule:  
May 17 – East Village
- WHERE:** Various Downtown locations Pine Avenue and Promenade with boundaries from Ocean Blvd. to 3<sup>rd</sup> Street , and Long Beach Blvd. to Pacific Ave.  
  
The Loop at the corner of Pine Avenue and Ocean Blvd.
- WHY:** Live After 5 provides an opportunity to bring attention to the variety of businesses in our Downtown core through activating an area with live entertainment that encourages walking throughout to experience the event. The intent is to generate foot traffic to local businesses resulting in increased brand exposure and sales, while providing locals, DTLB employees, and visitors with an evening of accessible live entertainment.
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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).