



*****Note To Editors: Photos and Flyer Attached*****

FOR IMMEDIATE RELEASE

**DOWNTOWN LONG BEACH RECOGNIZES COMMUNITY LEADERS AT
'CELEBRATE DOWNTOWN' EVENT ON APRIL 18**

Downtown Long Beach Alliance (DLBA) presents 'Spirit of Downtown' Awards to Community Members Who Enrich Lives and Enhance Pride in Downtown Long Beach

LONG BEACH, Calif. (April 11, 2019) – As part of its monthly promotion “Live After 5,” Downtown Long Beach Alliance (DLBA) will host its annual “Celebrate Downtown” community event on Thursday, April 18 from 5-9 p.m. at At the Top, located at 201 Pine Avenue.

While Downtown has a unique character all its own, its story is always evolving, and sharing our accomplishments, objectives and challenges is always part of our responsibility as a community-based organization. "

One highlight for the evening’s program will be the presentation of the “Spirit of Downtown” awards to commend 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 recipients: Al Williams, of Rainbow Promotions and producer of Long Beach Jazz Festival; Isa Rached and Josie Quiroz, The B Room Barber Shop and It’s A Drag To Give; Richard Shimizu, a Downtown enthusiast; Laurie Gray, The Pie Bar; and Phil Appleby and Pat Paris-Appleby, East Village.

“The award recipients have and continue to significantly influence and help shape the positive trajectory of our Downtown community,” said Tony Shooshani, DLBA Chairperson. “The recognition of their ongoing accomplishments speaks volumes to the collaborative spirit that is strong within our neighborhoods and organizations. The ‘Spirit of Downtown’ award is a public way to honor their contributions. ”

Celebrate Downtown 2019 is a free event co-sponsored by At the Top and features the Jim Fisk Jazztet along with a community participatory exercise that prioritizes DLBA’s Downtown programs and services. The event is opened to the public (21 years and older) and RSVP is required to either info@dlba.org or 562-436-4259. Two hours of free parking is available at The Streets parking structures located between Third and Sixth Streets and Pine Avenue and Long Beach Blvd.

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](#).

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CONTACT:

Broc Coward
DLBA Chief Operating Officer
562-485-1080
brocc@dlba.org



CELEBRATE DOWNTOWN

APRIL 18
5-9 PM

At The Top
201 S Pine Ave.
RSVP REQUIRED

FREE EVENT (21 + ONLY)

SPIRIT OF DOWNTOWN AWARDS
FOOD & DRINKS - ENTERTAINMENT - LIVE MUSIC

Celebrate Downtown
recognizes the incredible
achievements and those
who make our 1.38 miles
perfectly un-square!



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WWW.DTLB.ORG

#DTLB



Richard Shimizu, a Downtown enthusiast



Laurie Gray, The Pie Bar