



**DOWNTOWN
LONG BEACH
ALLIANCE**

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DOWNTOWN'S LIVE AFTER 5 CELEBRATES BIKE MONTH WITH MOVIE BICYCLE DRIVE-IN

Special showing of Ferris Bueller's Day Off and Entertainment Featured Throughout Downtown Thursday, May 16 in Celebration of Bike Month.

LONG BEACH, Calif. (May 10, 2019) – Downtown Long Beach Alliance's (DLBA) monthly Live After 5 event will celebrate Bike Month featuring Ferris Bueller's Day Off at a bicycle drive-in on Thursday, May 16 from 5-9 PM at The Promenade parking lot (233 The Promenade North), located between Broadway and Third Street. The family-friendly event is free, open to the public for all ages and co-sponsored by the City of Long Beach's Public Works Department.

"Bike Month provides the community with the opportunity to get out of their cars and experience new aspects of Long Beach that they may only notice by bike," said Craig Beck, Director of Public Works. "Because after all, 'Life moves pretty fast. If you don't stop and look around once in a while, you could miss it.'"

Live After 5 is a curated series of live entertainment aimed at engaging workers, residents, and visitors through an evening of live music, art activations, and other entertainment opportunities within Downtown. The series takes place the third Thursday of the month from 5PM-9PM and encourages attendees to explore Downtown neighborhoods each month.

In celebration of the new 3rd Street & Broadway bike lanes patrons are encouraged to ride bikes to The Promenade parking lot where they can take advantage of a free bike valet sponsored by [Pedal Movement](#), watch Ferris Bueller's Day Off on the big screen, partake in refreshments from [Beachwood Brewing Company](#) and enjoy fun concessions from [Kettle Corn King](#) and [Kona Ice](#). There will also be the opportunity to connect with local community-serving organizations such as [Walk Bike Long Beach](#), [Propel Bikes](#), and more. Before the movie there will be live music by [Phygg](#) a local band who has introduced a fresh, fun, soulful mix of R&B, Rock, Jazz, and Blues to the scene.

"DLBA looks forward to supporting Bike Month through our upcoming Live After 5 event," stated Kraig Kojian, President and CEO. "This is in line with our desire to help make Long Beach one of the most bikeable cities in America while bringing a wider audience to Downtown businesses and talent."

Attendees biking to the Bicycle Drive-in will be able to experience the new bike lanes on 3rd and Broadway. The new protected bike lanes provide safer and more improved access to our Downtown while making cyclist of all ages more comfortable exploring Downtown. The City's investment on 3rd and Broadway has afforded greater connectivity between the East side of Long Beach and the Downtown core.

The DLBA is also an official LA Metro 'Bike to Work Day Pit Stop'. Those who ride their bike to work on May 16 can stop by the DLBA booth at 100 W. Broadway from 7AM – 9AM and 3PM – 6 PM. The stop will be set up alongside the Broadway bike lane and cyclists can get information on Bike Month events as well as free Metro swag and refreshments.

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The Loop at Ocean + Pine will continue to serve as a hub of information for the evening's Live After 5 entertainment in addition to offering live music, food, beer, and wine. To help visitors move around the Downtown, the [Big Red Bus](#) and trolley will operate two freeroutes, both accessible at The Loop, by event sponsors, [Shoreline Village](#) and [The Pike Outlets](#). The Big Red Bus will feature [DJ Zest](#) to keep the music rolling on board.

While businesses will be open all day for shopping, the Big Red Bus and trolley will be in circulation from 5-9 PM. A map of businesses participating in Live After 5 will also be available at The Loop and on the bus and trolley to help visitors navigate a fun evening of dining, entertainment, and shopping.

Bicycle Drive-In Schedule at The Promenade parking lot (233 The Promenade North):

- 5pm – 7:45pm: Live music by Phyggy
- 8pm: Ferris Bueller's Day Off

Two-hour 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.

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