



**MEDIA ALERT  
FOR IMMEDIATE RELEASE**

**LIVE AFTER 5 KICKS OFF THE SUMMER IN DOWNTOWN ON JUNE 20 WITH  
MUSIC, FOOD AND SHOPPING**

- WHAT:** Live After 5 is a free live entertainment series hosted by the Downtown Long Beach Alliance (DLBA) celebrating community, businesses and the arts throughout downtown every 3rd Thursday from 5-9pm. The Loop at Ocean + Pine will continue to serve as a hub of information for the evening's 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 free routes, both accessible at The Loop, by event sponsors, [Shoreline Village](#), and [The Pike Outlets](#). A map of more than 30 businesses participating in Live After 5 will be available at The Loop and on the bus and trolley to help visitors navigate a fun evening of dining, entertainment, and shopping. The family-friendly event is free, open to the public for all ages and co-sponsored by the [The Port of Long Beach](#).
- 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, June 20, 2019 5:00PM –9:00PM  
  
Next Live After 5 is July 18, 2019
- WHERE:** Live After 5 home base is The Loop at the corner of Pine Avenue and Ocean. Entertainment will be hosted throughout Downtown Long Beach.
- WHY:** Live After 5 gathers the community around the many businesses in Downtown with local, live entertainment. The bring the community to local businesses resulting in increased brand exposure and sales while providing locals, DTLB workers, and visitors with a fun evening of free live entertainment.
- CONTACT:** Jennifer Arenas, Social Media and Digital Marketing Manager, DLBA  
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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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DOWNTOWN LONG BEACH ALLIANCE PRESENTS

# LIVE AFTER 5IVE

**JUNE**

**20TH**

**EVERY 3RD THURSDAY**

**SHOP - EAT - DRINK**

**ART & ENTERTAINMENT**

**5PM - 9PM**

FREE TROLLEY AND BIG RED BUS TO DESIGNATED STOPS THROUGHOUT DOWNTOWN BEGIN AT THE LOOP!

**PINE + OCEAN**

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