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**DOWNTOWN
LONG BEACH
ALLIANCE**

DLBA LAUNCHES 'SHOP DTLB' TO PROMOTE DOWNTOWN RETAIL

*New campaign centers around online directory of shops and complements
DLBA's Dine Out DTLB program*

(September 1, 2020 – Long Beach, CA) - In its ongoing effort to stimulate the local economy, the Downtown Long Beach Alliance (DLBA) is launching [Shop DTLB](#), a campaign informing residents and visitors about the Downtown retailers – many of which are independent, minority and woman owned establishments – that continue to operate despite the ongoing health crisis. The campaign centers around an interactive online directory that allows users to peruse or search Downtown shops by retail category.

Shop DTLB complements the efforts DLBA began last month with [Dine Out DTLB](#), which promotes Downtown restaurants through an interactive map on DLBA's website, its social media platforms, and online advertising. A QR code shared at restaurant locations will allow viewers to instantly access the Dine Out DTLB map, providing them with a simple tool to bookmark for their dining needs.

"DLBA's objective for these campaigns is simply to continue promoting small, local, and independently-owned businesses that are allowed to operate under the current Health Order and need our community's support," said DLBA Communications Manager Samantha Mehlinger. "We're relying on our civic and community partners to help support these campaigns by reposting and sharing the information."

The Shop DTLB promotional campaign will feature a landing page that includes participating retailers with links to the businesses' website. The directory is color-coded by Downtown neighborhood. Shop DTLB will also be cross-promoted and supported by DLBA's Facebook (53,345 followers), Instagram (32,400 followers), and Twitter (16,800 followers) platforms. Signage associated with the Shop DTLB and Dine Out DTLB campaigns will be implemented in Downtown in the coming weeks beginning with the Pine Avenue pedestrian area located between First and Third Streets.

"Downtown businesses are incredibly unique and diverse, and I love that the Downtown area has spread out little pockets of shops just waiting to be discovered," said Maggie Stoll, owner, curator, and director of [Burke Mercantile](#), a shop in the East Village Arts District. "I am excited about the directory as a tool to help locals and visitors better navigate the area, unearth all the products and services available to them, and keep up with their favorite local businesses in Downtown Long Beach."

To be included in the Shop DTLB promotional campaign, please complete and submit this [form](#), which will be reviewed by Lauren Mayne, DLBA Social Media and Digital Marketing Coordinator. Participation is free.

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About the Downtown Long Beach Alliance: DLBA 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, or follow on Facebook @downtownlongbeach, and on Twitter and Instagram @DLBA.

