



**FOR IMMEDIATE RELEASE
PRESS RELEASE**

**Downtown Long Beach Alliance Celebrates International PARK(ing) Day 2019 with
Parking Space Take-Over in Front of Edison Theatre / The Art of Bloom**

Event: Park(ing) Day 2019

Date: September 20, 2019

Location: 217 E. Broadway, located in front of the Edison Theatre/ The Art of Bloom (parking spaces #99 and #97)

Time: 11am – 5pm

Theme: Pause at the Art Park(let)

The Downtown Long Beach Alliance (DLBA) in partnership with Intertrend/The Art of Bloom and Long Beach Public Works will participate in PARK(ing) Day 2019 on Friday, September 20 by creating temporary park(lets) in parking spaces in front of the Edison Theatre/The Art of Bloom.

In addition to enjoying the themed park(lets), DLBA and Intertrend encourage the community to witness Art of Bloom, multi-sensory experience with Augmented Reality installations, Fragrance Bar by YOSH, flower installation by Rawfinery and live painting by artist Cynthia Luján ([@Desfigurados](#)).

“I am grateful for the collaboration with our creative partners to transform a small footprint parking SPACE into a PLACE that inspires, informs, and engages,” said Mariah Hoffman, DLBA Placemaking Manager. “Centered around the symbiotic relationship between humans and nature, the park(lets) encourage pedestrians to pause and reconsider how we interact with open space, specifically in the urban context.”

PARK(ing) Day is an international event where community members, artists, and activists come together to temporarily transform metered parking spaces into miniature parklets of public space or “PARK(ing)” spaces. PARK(ing) Day is meant to call attention to the importance of urban open space, to stimulate conversation around how public space is developed and allocated, and to improve the quality of life in urban environments.

Various businesses will also be providing day-of specials to parklet visitors including [Long Beach Creamery](#), [Recreational Coffee](#), [Foundation Sandwich Shop](#), and [Pedal Movement](#). Updates and more information will be provided on the DLBA website at

downtownlongbeach.org. Follow worldwide and post pictures with #parkingdayDTLB and #parkingday2019 #theartofbloom

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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.

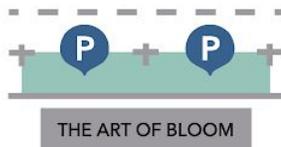
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PARK(ing) Day 2019

PAUSE AT THE ART PARKLET

PARK(ing) Day is an annual global revisioning of urban public space. Focusing on the symbiotic relationship between humans and nature, The Art of Bloom themed PARK(let) features AR installations, fragrance bar by YOSH, flower installation by Rawfinery, and live painting by Cynthia Luján (@desfigurados).



Date & Time: September 20, 2019, 11AM – 5PM
Location: In front of The Art of Bloom
213 E Broadway Long Beach CA 90802
(parking spaces #99 + #97)

Sponsored by:



In partnership with:



THE ART OF BLOOM



YOSH



CYNTHIA LUJÁN