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DLBA Names Asia Morris as New Communications and Marketing Manager

(LONG BEACH, CA – February 14, 2023) The Downtown Long Beach Alliance (DLBA) today is pleased to announce that Asia Morris has joined the organization as Communications and Marketing Manager.

In addition to coordinating communications across DLBA’s platforms, Morris will be responsible for increasing the awareness and image of DTLB as a great business and visitor destination and continuing to grow DLBA’s significant social media presence to support the Downtown community.

“We are excited to welcome Asia to the team. As DLBA focuses on new approaches related to our Roadmap to Recovery, Resilience, and Inclusion Strategic Plan, her knowledge and experience in communications and deep understanding of the local community will help support efforts to improve Downtown for all our stakeholders,” said Austin Metoyer, DLBA President and CEO. “I also want to take this opportunity to thank Michael Berman for his service as a temporary resource over the past several months which included renewal of the critical property-based improvement district for the next decade and the rollout of the One Downtown campaign.”

Morris most recently served as Chief Content Officer for Propel Bikes. Her background also includes more than six years as a multimedia reporter and editor for the *Long Beach Post*, with a concentration on the arts. After completing her BA in Fine/Studio Art with a Minor in Writing at Scripps College in Claremont, she pursued art, writing and competitive cycling, traveling to Seoul, Barcelona, London, Milan and Brooklyn to race. Morris was born and raised in Long Beach and has lived here for most of her life. In her free time, she enjoys riding bikes and pursuing anything creative, such as painting, drawing and photography. Morris lives in Alamitos Beach with her cat, Orbit.

“I’m excited to join the DLBA team and further engage with our community to tell the story of Downtown,” said Morris. “My ties to Long Beach and love for this city started with my family, who are retired Long Beach educators and owned a small business here. The time I spent covering Long Beach as a reporter instilled in me an even deeper appreciation for the community, and I’m so grateful for the opportunity to use my skills in support of the Downtown area.”

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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.