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**DOWNTOWN
LONG BEACH
ALLIANCE**

VIRTUAL TASTE OF DOWNTOWN ‘STAYCATION EDITION’ GOES LIVE AUGUST 14

Online Getaway to Highlight Downtown Businesses

(August 5, 2020 – Long Beach, CA) Summer is traditionally the season for getaways and family vacations, but the ongoing health crisis has forced many to put their trips on hold. To bring some vacation vibes into local homes, Downtown Long Beach Alliance’s (DLBA) Virtual Taste of Downtown ‘Staycation Edition’ goes live Friday, August 14 with entertaining food and cocktail demonstrations, home shopping sessions, and other fun activities. The free event is designed to showcase Downtown businesses to DLBA’s broad online audience while uplifting residents and the community at large.

From 5-9 p.m. on [Facebook](#), businesses from Downtown’s diverse neighborhoods will livestream staycation-themed demonstrations such as tropical cocktails, Mediterranean cooking, home shopping, wine tastings, and more. Sponsored by [Long Beach Post](#) and [The Hi-lo](#), the event will also feature performances by local drag queen Jewels, and the Long Beach band Los Vecinos.

The August 14 Virtual Taste of Downtown Lineup

- 5:00 PM: Performance by [Jewels](#)
- 5:40 PM: Tiki Cocktail Demonstration by [Hi-Lo Liquor](#)
- 6:00 PM: Fashion Show by [Maral Designs](#)
- 6:20 PM: Wine Tasting at Home by [L’Opera Ristorante](#)
- 6:40 PM: Mediterranean Cooking by [George’s Greek Café](#)
- 7:00 PM: To be announced
- 7:20 PM: Teeth Whitening Instruction by [California Smiles](#)
- 7:40 PM: Tropical Cocktail Demo by [The Carvery](#)
- 8:00 PM: Home Shopping Segment at [MADE by Millworks](#)
- 8:20 PM: Musical Performance by [Los Vecinos](#)

Some participating businesses are offering coupons or selling home kits so viewers can participate along with the live videos, including a wine tasting kit from L’Opera Ristorante, a cocktail-making kit from Hi-lo Liquor, and others to be announced in coming days. Follow DLBA on Instagram [@DLBA](#) and on Facebook [@downtownlongbeach](#) to learn more about these specials leading up to the event.

In the summer months, Long Beach locals and visitors alike look forward to DLBA’s food festival series, Taste of Downtown, which typically features three iterations in different Downtown neighborhoods in May, June, and August. The Safer at Home Order and government health guidelines related to COVID-19 led the organization to create a virtual version of the series for Summer 2020. Following two successful Virtual Taste of Downtown events in May and June, DLBA brought on Long Beach local Justine Nevarez to coordinate the next iteration of the series in August.

“It’s so important for the community to connect with each other and with Downtown businesses during this time,” Nevarez said of the series. “Virtual Taste of Downtown is a fun, safe way to do just that. This time around, we decided to create a theme around the event – and what could be more appropriate than a ‘Staycation’ theme? We encourage everyone to tune in for a mini digital getaway on August 14.”

DLBA President & CEO Kraig Kojian noted that, given the uncertain longevity of health and safety restrictions, DLBA may continue the series beyond the summer. “If the demand is there for it – and we feel it may be – we’ll keep producing virtual events,” Kojian said. “Not only does the Virtual Taste of Downtown series help Downtown businesses reach a broader audience, but it also offers some much-needed support, levity, and entertainment during a difficult time.”

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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

municipal, and commercial lines. For additional information, visit www.downtownlongbeach.org, follow on Facebook [@downtownlongbeach](https://www.facebook.com/downtownlongbeach), and follow on Twitter and Instagram [@DLBA](https://www.instagram.com/DLBA).