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**DOWNTOWN
LONG BEACH
ALLIANCE**

SECOND VIRTUAL TASTE OF DOWNTOWN TO TAKE PLACE JUNE 26

DLBA's virtual food festival series is back for one night with new content and live entertainment

(June 17, 2020 – Long Beach, CA) After a successful first Virtual Taste of Downtown in May, the Downtown Long Beach Alliance (DLBA) is continuing its online food festival series on Friday, June 26, with a whole new lineup of restaurants, bars, shops, and live entertainment for the community to digitally connect with and enjoy. The event is sponsored by [Long Beach Post](#) and [The Hi-lo](#), and will be hosted live on Facebook [@DowntownLongBeach](#).

Many Long Beach residents look forward to the DLBA's annual food festival series, Taste of Downtown, during which visitors sample food and drinks from Downtown eateries while enjoying live music and shopping in different neighborhoods of the central business district. In response to the health crisis, DLBA took the series online this year to give the community an opportunity to safely enjoy culinary content and connect with Downtown businesses from their homes.

June's Virtual Taste of Downtown will feature continuously livestreamed content from 4-9 p.m., including cooking and cocktail demos, live music, shop tours, and stories shared by DTLB business owners. The event will also feature gift card giveaways and will culminate in a headline musical performance by Long Beach band Blcknoise. A detailed hourly schedule of events is forthcoming.

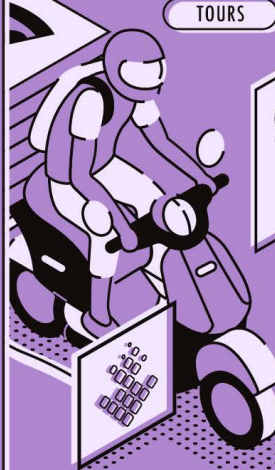
"DLBA is livestreaming everything back-to-back on one night to make it convenient and fun for the community to tune-in and enjoy all the content in one evening," said DLBA Placemaking Manager Mariah Hoffman. "We encourage folks to watch, comment, and take it one step further by ordering from Downtown restaurants or supporting Downtown businesses with a gift card purchase."

In addition to restaurants, any Downtown business able to provide compelling interactive content – whether it be tours, live demonstrations, or other creative activities – is welcome to participate. To do so, fill out [this online form](#) by Saturday, June 20 at 3 p.m. Slots are limited. Those requiring additional information may contact Hoffman at MariahH@dlba.org or 562-708-0420.

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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, follow on Facebook [@downtownlongbeach](#), and follow on Twitter and Instagram [@DLBA](#).

DOWNTOWN LONG BEACH ALLIANCE PRESENTS



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