



FOR IMMEDIATE RELEASE

DOWNTOWN LONG BEACH ALLIANCE PROMOTES SHOP SMALL SATURDAY ACTIVITIES

Locals, visitors and families are invited to enjoy great shopping, entertainment, giveaways and free trolley while supporting Downtown Long Beach businesses on Saturday, November 30.

LONG BEACH, CA (November 15, 2019) – The Downtown Long Beach Alliance (DLBA) and American Express have partnered once again to bring Shop Small Saturday to the downtown Long Beach community. This event promoting the unique offerings and economic impact of local businesses, will take place on Saturday, November 30 from 11 AM to 5 PM.

“Downtown Long Beach is full of fun and unique small businesses,” said Laurie Gray, CEO and Founder of the Pie Bar and Chair of DLBAs Events and Sponsorship Committee. “This promotion and series of activities is an opportunity to support the small business owners of Downtown Long Beach, many of whom live in Long Beach and help keep the community vibrant and connected. Support a small business and you’re supporting someone’s dream.”

DLBA has been designated as a "Neighborhood Champion" by American Express because for its efforts recruiting local small businesses for the event.

Approximately 50 distinctive Downtown shops will participate in this year's Shop Small Saturday. MADE by Millworks, located on Pine Avenue will serve as the main transportation hub, and each of the [Downtown areas](#) - Pine Avenue and Promenade, East Village, and Waterfront---will serve as Welcome Stations with art and music.

At the Welcoming Stations, shoppers will receive a Shop Small Passport and Holiday Gift Guide, which will also serve as a map and a heads-up on special Downtown holiday deals. American Express will be giving away tote bags and other swag. Participating businesses will be featured on both a printed handout and the DLBA website [Shop Small Saturday page](#).

Courtesy of the City of Long Beach and DLBA, all on-street metered parking north of Seaside Way will be free all day.

With a diverse array of shopping and dining options so close by, along with art, entertainment and some great deals, Shop Small Saturday in Downtown Long Beach promises to be the perfect start to the holiday season.

What: Shop Small Saturday

When: Saturday November 30, 2019 from 11 AM – 5 PM

Where: Downtown Long Beach

Main Transportation Hub for Free Trolley: MADE by Millworks, 240 Pine Avenue

Free Downtown Parking: All on-street parking meters located north of Seaside Way and Parking Lot C, located on north side of Third Street between Long Beach Boulevard and Pine Avenue will be free.

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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.

CONTACT:

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SMALL BUSINESS SATURDAY

**DOWNTOWN LONG BEACH
NOVEMBER 30, 2019
11AM - 5PM**

**KICK OFF THE HOLIDAY SEASON BY SUPPORTING
LOCAL BUSINESSES IN DOWNTOWN**



**FREE TROLLEY & BIG RED BUS
ACTIVATED STOREFRONTS
RETAIL POP-UPS
LIVE MUSIC**



<http://bit.ly/shopsmall2019>
#shopsmallDTLB #SmallBizSat



BY

