

## FOR IMMEDIATE RELEASE

### CONTACT

Samantha Mehlinger  
DLBA Communications Manager  
[SamanthaM@dlba.org](mailto:SamanthaM@dlba.org)  
562-522-0530



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## DLBA's TASTE OF DOWNTOWN CELEBRATES BLACK HISTORY MONTH

*February 26 virtual event features Downtown's Black-owned business community highlighting music, art, food, and services.*

**(LONG BEACH, CA – February 12, 2021)** In celebration of Black History Month, the Downtown Long Beach Alliance's (DLBA) next Virtual Taste of Downtown will feature a variety of Black-owned businesses based in Downtown, as well as performances by local Black artists. DLBA encourages the community to tune in on Friday, February 26, from 6-9 PM, on Facebook [@DowntownLongBeach](https://www.facebook.com/DowntownLongBeach) for the streamed event showcasing the offerings and talents of these businesses and performers. RSVP and save the date at <http://bit.ly/FebVTOD>.

During the event, businesses from different corners of Downtown will offer a memorable evening of entertainment, including demonstrations of barbering services, self-defense techniques, New Orleans cooking, and insightful and fun performances ranging from spoken word poetry to fashion shows and hip-hop music.

"We encourage our Greater Long Beach community and beyond to attend this virtual event to discover, celebrate, and support the diverse Black-owned businesses of our Downtown," said Justine Nevarez, DLBA Special Projects Coordinator. "This is just one of the many efforts we're presenting to support the Black community in DTLB year-round, including our new online map of Black-owned businesses in DTLB." Visit the map at [DTLB.org/support-black-owned](https://DTLB.org/support-black-owned).

Currently, the program is as follows:

6 PM	<a href="#">Shy but Flyy</a>	Blues & Spoken Word Performance
6:30 PM	<a href="#">Afros of Hollywood &amp; Master Barbering Academy</a>	Straight Razor Shave & Skin Fade Demos
6:45 PM	<a href="#">Von Brinkley Designs</a>	Inside Von Brinkley Brand, a Black-owned Fashion Apparel Line, with Creator Erik Von Brinkley
7 PM	<a href="#">Mabel's Gourmet Pralines</a>	Taste of New Orleans Authentic Gumbo Demo
7:15 PM	<a href="#">Urban School of Self Defense</a>	Self Defense Demo
7:25 PM	<a href="#">Aquarium of the Pacific: virtual African-American Festival</a>	Appearance by Baba the Storyteller, master of ceremonies for the Aquarium's virtual African-American Festival
7:45 PM	<a href="#">DreamKreator Studios</a>	Original Film Showcase
8 PM	<a href="#">In the Cut Barbershop</a>	Tour of Barbershop, Haircut and Shave Demo
8:15 PM	<a href="#">The Salt Lounge</a>	Practices for a Stress-Free Life
8:30	<a href="#">Chadwick Bishop</a>	Hip-Hop & Soul Performance

Follow DLBA on Instagram [@DLBA](https://www.instagram.com/DLBA) and on Facebook [@downtownlongbeach](https://www.facebook.com/downtownlongbeach) for teasers of these demonstrations leading up to the event and special offers from participating businesses.

DLBA launched the Virtual Taste of Downtown series last May as a way for the community to connect with and enjoy Downtown restaurants, businesses, and performers safely at home during the pandemic, and to showcase those businesses' offerings to DLBA's broad Facebook audience of more than 53,000 followers.

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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](http://www.downtownlongbeach.org), or follow on Facebook @downtownlongbeach, and on Twitter and Instagram @DLBA.

