



**FOR IMMEDIATE RELEASE**

**DLBA HIRES LAUREN MAYNE AS  
SOCIAL MEDIA AND DIGITAL MARKETING COORDINATOR**

*Role will focus on supporting DLBA mission through expanding social and digital reach.*

**LONG BEACH, Calif.** (September 11, 2019) – Downtown Long Beach Alliance (DLBA) has hired Lauren Mayne as its Social Media and Digital Marketing Coordinator in an announcement made by Kraig Kojian, President and CEO.

Mayne will be responsible for managing all of DLBA’s social media platforms, its DowntownLongBeach.org website and all related-channels. Expanding and engaging DLBA’s social and digital reach is in alignment with its communication goals established in the [Vision 2020 Strategy Plan](#).

“Social media plays a crucial role in our commitment to leading, creating, cultivating and connecting with our many partners and engaging with our diverse community”, stated Kojian. “Lauren’s addition to our team will enable us to leverage and optimize our communication channels to ensure we provide a valuable and relevant resource for stakeholders, visitors, and potential investors.”

A former Copywriter and Creative Strategist, Mayne brings to DLBA a passion for writing, strategy, and analytics. A native of Clovis, CA and a graduate of Cal State, Fullerton, she has been a resident of Downtown Long Beach since 2018. Mayne is eager to continue to increase the impact of DLBA’s digital marketing channels and provide a valuable resource for downtown stakeholders.

Mayne shared that, “The Long Beach community is unlike any other; it’s an inclusive environment that makes everyone feel like family. I’m so excited to work alongside the DLBA team and help give back to the neighborhood that I call home.”

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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](http://www.downtownlongbeach.org).

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