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**DOWNTOWN
LONG BEACH
ALLIANCE**

ZWIFT EXPANDS DLBA STOREFRONT RECOVERY GRANT PROGRAM WITH \$20,000 DONATION

(July 16, 2020 – Long Beach, CA) Thanks to a generous \$20,000 donation from [Zwift](#) – a global online training and racing platform for cyclists, runners, and triathletes based in Downtown Long Beach – the Downtown Long Beach Alliance (DLBA) was able to grow its Storefront Recovery Grant Program and help additional small businesses in need of immediate financial aid. Since June 5, DLBA has awarded 27 grants totaling \$32,825 to Downtown businesses that were affected by theft and damages during the night of unrest on May 31. The program was originally seeded with a \$20,000 donation from [Waterford Property Company](#) and [Panattoni Development Company](#).

“As a resident company here in Downtown, we felt giving back to the small businesses in our community in their time of need was the right thing to do,” said Lee Readman, Chief People Officer at Zwift. “We hope this donation helps those businesses get back on their feet.”

The 27 businesses that have thus far received grants are located throughout the Downtown and represent diverse ownership. Recipients included coffee shops, hardware stores, nail salons, health care providers, restaurants, tattoo parlors, markets, salons, and several other business types.

“Our thanks to Zwift for reaching out and making this generous donation. These funds doubled the financial capacity of this key grant-making program, giving DLBA the ability to assist more small businesses in need,” said DLBA President & CEO Kraig Kojian. “The dual impacts of COVID-19 and losses incurred on May 31 have been difficult for all in our Downtown, and devastating for some. Recovery is the top priority of this organization, and we are thankful for the commitment of our community partners in that effort.”

The program will continue to accept applications until funds are depleted. Businesses affected by street-facing physical damage and/or theft on May 31, 2020, remain eligible for grants of up to \$1,500 each to help cover the cost of repairs or insurance deductibles. Businesses may visit downtownlongbeach.org/invest/grants/storefront-recovery/ for details on how to apply and to access a digital application. Request a print application by contacting DLBA at 562-436-4259 or info@dlba.org.

Community members interested in learning more about the DLBA Storefront Recovery Grant Program and who wish to donate may visit downtownlongbeach.org/resources. Donations must be made out to the Downtown Long Beach Alliance, and mailed to the following address:

Downtown Long Beach Alliance
Attn: DLBA Storefront Recovery Grant Program
100 W. Broadway, Ste. 120
Long Beach, CA 90802

Please note that DLBA is a conduit for distribution of these grant funds and is not using any percentage of the donations – all funds will go directly to businesses. DLBA is a nonprofit 501 (c)(6) organization. Donations made are not tax deductible.

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About Zwift: Zwift is the fitness company born from gaming. We’re dedicated fitness enthusiasts that also happen to be experienced software and video game developers. Combining that passion and deep understanding of the fitness world, Zwift is the first company to use massive multiplayer gaming technology to bring the outdoor experience indoors. Athletes from around the globe can train and compete with each other in rich, 3D-generated worlds simply by connecting their existing devices & hardware (e.g. cycle trainers, power meters, treadmills heart rate monitors, etc) wirelessly via open industry standard ANT+ and BLE. From friendly competition, to racing & structured training programs, Zwift is building a community of like-minded athletes united in the pursuit of

a better social fitness experience.

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, follow on Facebook @downtownlongbeach, and follow on Twitter and Instagram @DLBA.