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**BILLIE JEAN KING TO SERVE UP DLBA's TASTE OF DOWNTOWN  
CELEBRATING WOMEN'S HISTORY MONTH**

*Tennis great to make special appearance during March 26 virtual event recognizing  
Downtown's women-owned businesses highlighting music, crafts, food, and services.*

**(LONG BEACH, CA – March 17, 2021)** In celebration of Women's History Month, Long Beach native and tennis great, Billie Jean King will kick-off [Downtown Long Beach Alliance's](#) (DLBA) next Virtual Taste of Downtown featuring a variety of women-owned businesses based in Downtown, as well as performances by local female artists. DLBA encourages the community to tune in on Friday, March 26, from 6-9 PM, on Facebook ([@DowntownLongBeach](#)) for the streamed event showcasing the offerings and talents of these businesses and performers. RSVP and save the date at <http://bit.ly/MarchVTOD>.

During the event, businesses from different neighborhoods of Downtown will offer a memorable evening of entertainment, including cooking and drink demonstrations, tours of newly re-opened businesses, textile-creating, workout demonstrations, fun and sultry performances, and an appearance by special guest King.

"DLBA is honored to have tennis champion, social activist, and Long Beach native Billie Jean King say a few words to launch our event," said Justine Nevarez, DLBA Special Projects Coordinator. "We encourage our Greater Long Beach community and beyond to attend this virtual event to discover, celebrate, and support the diverse women-owned businesses of our Downtown." Click here to see how DLBA is helping women entrepreneurs.

Currently, the program is as follows:

6:00-6:05	Billie Jean King	Introduction
6:00-6:25	DJ Lili Bird	Funk & Soul DJ Set
6:25-6:40	The Den Salon	Salon Tour
6:40-6:55	Confidential Coffee	Coffee Drink Demonstrations
6:55-7:10	Burke Mercantile	Product Showcase
7:10-7:25	Berlin Bistro	Herbed Sea Salt Cooking Demonstration
7:25-7:40	The Camp Transformation Center	Gym Tour & Workout Demonstration
7:40-7:55	Royal Nutrition	Royal Mega Energy Tea Demonstration
7:55-8:00	Salon Row	Welcome Back to Salon Row
8:00-8:15	The Pie Bar & Long Beach Creamery	"Baked Long Beach" Demonstration
8:15-8:30	Shine Your Heart	Fabric-Marbling Demonstration
8:30-9:00	Alyssandra Nighswonger	Indie-Folk Music Performance

Follow DLBA on Instagram [@DLBA](#) and on Facebook [@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.

