

## FOR IMMEDIATE RELEASE

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**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## **VIRTUAL TASTE OF DOWNTOWN SERVES UP THANKSGIVING EDITION**

*Downtown Long Beach event streams live on Facebook, November 19, 6-9 PM*

**(November 12, 2020 – Long Beach, CA)** The Downtown Long Beach Alliance’s (DLBA) “Virtual Taste of Downtown: Thanksgiving Edition” will stream live on Facebook on Thursday, November 19, to set the scene (and the table) for the holidays and provide a taste of what Downtown Long Beach restaurants plan to serve for Turkey Day.

Streaming from 6-9 PM, the Virtual Taste of Downtown: Thanksgiving Edition will showcase Downtown businesses’ spins on Thanksgiving meals and cocktails, post-meal workout tips, gifts, and more in advance of the holiday weekend. The virtual event will also show viewers what’s in store when they shop small and shop local.

Sponsored by [Long Beach Post](#) and [The Hi-lo](#), the free event is designed to broadcast and promote Downtown businesses to DLBA’s expansive online audience while uplifting residents and the community at-large. Bookmark the event page and tune in on November 19: <https://bit.ly/NovTASTE>

“With more folks staying home for the holidays this year, this is the perfect time to showcase what Downtown restaurants are offering for Thanksgiving and to encourage viewers to shop and support local businesses,” said DLBA Special Projects Coordinator Justine Nevarez. “Be sure to tune in for live music, cooking demonstrations, and much more!”

### **Virtual Taste of Downtown: Thanksgiving Edition Lineup 6:00**

PM: Social Call Duo – Jazz Performance  
6:30: Ficklewood Ciderworks – Autumn Cider Traditions  
6:40: MADE by Millworks – Meet the Maker  
6:55: Café Sevilla – Thanksgiving Menu and Cocktail Making  
7:10: Long Beach Post/The Hi-lo – Shop Small Saturday  
7:25: Hi-lo Liquor – Seasonal Beer Tasting  
7:40: District Wine – Thanksgiving Wine Pairings  
7:55: Groundwork Fitness – Fitness Mobile Unit  
8:10: The Carvery – Thanksgiving Menu and Cocktail Demonstration  
8:25: Korey Dane – Folk 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’s Virtual Taste of Downtown series continues to be a success, with October’s Halloween Edition breaking audience records and reaching nearly 40,000 people. “The online version of DLBA’s beloved Taste of Downtown series continues to provide the community with a safe way to connect with their favorite Downtown businesses and enjoy live entertainment,” Nevarez said.

**###**

**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](#).

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THANKSGIVING EDITION

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VIRTUAL TASTE OF DOWNTOWN

NOV 19 6-9 PM

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