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**DOWNTOWN LONG BEACH ASSOCIATES RECEIVED COVETED  
PINNACLE AWARD FOR CITY'S BICYCLE INITIATIVE**

*DLBA President and CEO Kraig Kojian and LB Bicycle Festival and Race Director Mark Bixby Accepted Award September 13 during the International Downtown Association's Annual Conference*

Long Beach, CA—(September 14, 2009)—Downtown Long Beach Associates (DLBA), the non-profit organization operating on behalf of the property owners and tenants of the popular Business Improvement Districts, was honored with a Pinnacle Downtown Achievement Award from the International Downtown Association (IDA), the association's highest honor, at its 55<sup>th</sup> Annual conference in Milwaukee, WI, September 11-15.

The winning entry, one of six awards delivered nationwide, emphasized the City of Long Beach's Bicycle Master Plan (BMP found at [www.bikelongbeach.org](http://www.bikelongbeach.org)) that was launched with the inaugural Long Beach Bicycle Festival and Race, a two-day kickoff event last April. The celebration featured vendor fairs, bicycle safety courses, repair clinics and a series of amateur and professional criterium cycling races through the streets of Downtown Long Beach. Initiated and produced by the Downtown Long Beach Associates, an unprecedented coalition of local organizations came together to support the kick-off event, with more than 5,000 spectators attending the event and more than 400 cyclists participating in the race events, which drew competitors from all over the world.

"This prestigious recognition by the IDA speaks volumes of the efforts exhibited by many community members to make Long Beach the most bicycle-friendly urban city in the country," said Mayor Bob Foster. "The forward-thinking BMP is one of the most ambitious of its kind, positioning Long Beach as a leader in the development of bike-friendly policies and programs."

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The City of Long Beach has enlisted the help of professional cyclist and Long Beach resident, Tony Cruz, to serve as its first-ever Bicycle Ambassador. Cruz is the public face of local cycling programs, using his celebrity, experience and enthusiasm for the sport to encourage increased bicycle use.

“My dream’s coming true and our vision is becoming much clearer for many in the community,” said Cruz referring to the master plan. “I know Long Beach has the passion, commitment and most importantly, the leadership to execute the strategies necessary to be the most bicycle-friendly city in the States.”

Festival and Race Director Mark Bixby along with DLBA President and CEO Kraig Kojian accepted the award at IDA’s Annual Conference on Sunday, September 13 in Milwaukee, WI.

“We’re ecstatic with this special third-party testimonial, which provides us great momentum for next year’s event scheduled for April 2-4, 2010,” said Bixby. “We’ll continue to strive for excellence and enhance the fun that goes along with educating people on the many aspects of bicycling.”

This marks the second such IDA award bestowed on Downtown Long Beach in the past two years. In 2007, the IDA recognized DLBA’s Personal Data Assistant (PDA) Program, which was implemented to enhance its Safety Guide Program to disseminate the most current and accurate information about Downtown Long Beach and its businesses, including addresses, hours of operation and walking/driving directions.

Founded in 1954, the International Downtown Association has more than 650 member organizations worldwide including: North America, Europe, Asia and Africa. Through the network of committed individuals, rich body of knowledge and unique capacity to nurture community-building partnerships, IDA is a guiding force in creating healthy and dynamic centers that anchor the well being of towns, cities and regions of the world.

The DLBA is a non-profit organization operating on behalf of the property owners and tenants of the Business Improvement Districts. It is dedicated to the management, marketing, security, maintenance, advocacy, economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector.

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