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**DLBA PARTNERS WITH CITY TO BRING BEACH STREETS TO DTLB**

*City's second ciclovía comes to the heart of Long Beach.*

**LONG BEACH, Calif.** (January 19, 2016) – The Downtown Long Beach Associates (DLBA) has become a partner in bringing the City of Long Beach's second Beach Streets event to life as the ciclovía takes over the streets of Downtown on Saturday, March 19 from 10AM to 5PM.

Following in the steps of the massively successful CicLAvia events that have altered the bicycling and pedestrian culture of our neighbor to the north, Beach Streets closes streets to vehicular traffic to let bicyclists, walkers, runners, strollers, skaters and more use a designated course of avenues as their own.

"Ciclovías are truly wonderful events on two levels: reminding people of the fact that the vast majority of public space is handed to the vehicle and, just as importantly, the power of the human scale," said Kraig Kojian, President and CEO of the DLBA. "As longtime advocates that have helped foster DTLB's biking culture with events like Bike Fest and initiatives such as the Downtown by Bike Campaign, DLBA is both excited and honored to be a part of Beach Streets' first outing in DTLB."

The 4-mile route will stretch mainly along Broadway between Euclid in Belmont Heights to Pine in DTLB, with multiple extensions of car-free streets, including Pine Avenue from 1st to 8th Streets and Linden Avenue from 1st to 3rd Streets, both in DTLB. Other extensions include Cherry Avenue from 2nd to 4th Streets and including Bixby Park; 4th Street from Cherry Avenue to Junipero Avenue in Retro Row; and a block party at Broadway and Euclid Avenue.

The role of DLBA for the second Beach Streets is to tap into its expertise and program all activity within the Downtown route including expanding the event to an afterhours celebration with more details to follow.

For more information, including updates, entertainment, maps and parking information, please visit [www.beachstreets.com](http://www.beachstreets.com), on Facebook at [www.facebook.com/BeachStreets](https://www.facebook.com/BeachStreets), and on Twitter and Instagram @BeachStreetsLB.

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**About the DLBA:** The Downtown Long Beach Associates is a non-profit organization operating on behalf of the property owners and tenants of the Business Improvement District. It is dedicated to the management, marketing, security, maintenance, advocacy, and economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector. For additional information, please see [www.downtownlongbeach.org](http://www.downtownlongbeach.org).