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## ***JetBlue's Long Beach Live! Fact Pack***

(as at July 2, 2002)

- Concept:*** To demonstrate the dynamic nature of Downtown Long Beach to local and regional residents and visitors.
- Dates & times:*** Friday, July 5, 2002 from 5 p.m. to midnight.  
Saturday, July 6 from noon to midnight.  
Sunday, July 7 from noon to 9 p.m.
- Location:*** Downtown Long Beach on Broadway and The Promenade:
- “West End” on Broadway from Pine Avenue to Long Beach Boulevard plus The Promenade between First and Third Streets. Entrances at Broadway and Pine and Broadway and Long Beach Boulevard.
  - “East End” on Broadway from Long Beach Boulevard to Linden Avenues (Long Beach Boulevard will remain open). Entrances at Broadway and Long Beach Boulevard and Broadway and Linden Avenue.
  - The total festival area comprises approximately 3½ acres.
- Programming:*** Focused on performance entertainment, with a mix of music and street performers on and off stage:
- Budweiser stage at The Promenade Amphitheater.
  - The Grove of Anaheim stage at Broadway and Elm.
  - Museum of Latin American Art stage at Broadway and Linden.
  - Street performers – the area’s best – in the City Place Performance Pavilion, off Broadway on The Promenade, opposite the Blue Café.
  - Special programming in the Blue Café at 210 The Promenade, including admission without cover charges and free billiards (!) during Festival hours.

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Programming, cont'd

Headliners:

- Friday, July 5: 7:30 p.m. **Soul Shakedown**, featuring Quino of Big Mountain, playing its American reggae sound including the Big Mountain top-10 hit "Baby, I Love Your Way" featured in the film "Reality Bites" (1994), on the Budweiser Stage.
- Saturday, July 6: 7:30 p.m. **Royal Crown Revue**, the self-proclaimed seven-piece "founding fathers and reigning kings of the neo-Swing Movement" offering a finely-tuned alchemy of jazz and jump from their 2001 release "Passport to Australia" on The Grove of Anaheim Stage.  
9:00 p.m. **Rhythm Lords**, featuring lead guitarist and vocalist Dale Peterson, playing a unique style of blues contrasted with harder rock sounds and a dancing rhythm, on the Budweiser Stage.  
10:15 p.m. **Boogie Knights**, the outrageous old-school disco tribute band. With platform shoes, polyester shirts and the frizzed-up retro look, it will turn The Grove of Anaheim Stage into a time warp, '70s style!
- Sunday, July 7: 4:00 p.m. **Long Beach Jazz Search**, a five-week jazz competition "On and Off Broadway" to find promising new artists kicks off, featuring Latin and mainstream jazz. The winner will play in the Long Beach Jazz Festival. Presented by the Los Angeles Urban League – Ron Brown Center of Long Beach on the Budweiser Stage in The Promenade Amphitheater.

Programming, cont'd

Strong presence for food:

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- Restaurant pavilions of 400 square feet, incorporating live food preparation *a la* the Food Network from area stars, including:
  - = 555 East American Steakhouse
  - = King's Pine Avenue Fish House
  - = Alegria Cocina Latina
  - = L'Opera
  - = The Madison
  - = Mum's Restaurant
  - = Buono's Authentic Pizzeria
  - = Aioli / Sixth Street Bistro
  - = Coley's Caribbean-American Cuisine
  - = Global Cuisine by Gary Arabia on The Lot
  - = Rick Royce Premier BBQ Catering
  - = Rock Bottom Restaurant and Brewery
  - = TNT Gourmet Sausages
  - = VIVA Restaurant
- American Express Chef's Pavilion of 600 square feet for culinary demonstrations by some of the area's top chefs on Broadway between Long Beach Boulevard and Elm Avenue.
- TalkRadio 790 KABC's "*The Restaurant Show*" with Mario Martinoli will be broadcast live on Saturday, July 6 from 4-6 p.m.

## Displays and exhibits:

- Shamrock Shows' giant 70-foot-high Century Wheel, recalling the famous Long Beach Pike, set at Broadway and The Promenade.
- Special display areas of 600 square feet in high-traffic areas:
  - = Grand Prix Association of Long Beach, near Broadway and Pine Avenue (West End).
  - = JetBlue Pavilion on Broadway near Long Beach Boulevard (West End).
  - = Long Beach Convention & Visitors Bureau, near Broadway and Long Beach Boulevard (East End).
- 31 exhibitor booths of 100 square feet for distinctive consumer items, speciality food items and promotions from:
  - = West End exhibitors:
    - . International City Theater
    - . Marriott's Newport Coast Villas
    - . The Art Studio
    - . Buckingham Design
    - . C&G Sunglasses
    - . Cha for Tea
    - . Jerkey Hut
    - . Kitchen Connection
    - . Kona Coffee
    - . Long Beach Marathon
    - . Long Beach Police Dept.
  - = East End exhibitors:
    - . Brentwood Bread Co.
    - . Cingular Wireless
    - . East Village Arts District
    - . Kitchen King
    - . Oshune Body Care
    - . Pacific Sunglasses
    - . Sunset Promotions
    - . ThermaView

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- . Los Angeles Times
- . Lyon Properties
- . M-L Enterprises
- . Old Fashion Kettle Corn
- . Sal Saucedo Nachos
- . Silver Jewelry

## Promotion:

Multi-media program covering all of Southern California:

- Direct: Distribution of more than 100,000 \$1-off discount coupons at area restaurants, retailers and MetroRail and Long Beach Transit lines.
- Print: Sponsorship agreement with the *Long Beach Press-Telegram*.
- Radio: Sponsorship agreements with KABC Talk 790 and KLON-FM 88.1.
- TV: Sponsorship agreement with KCAL 9.
- Web: Visit [www.downtownlongbeach.org](http://www.downtownlongbeach.org).
- Special two-story Broadcast Center to be erected on The Promenade near Broadway, allowing panoramic views of Long Beach Live! as it happens: perfect for local TV news stand-ups.

## Sponsors:

Long Beach Live! 'Summer in the City' is proudly sponsored by:

- Title sponsor JetBlue Airways
- American Express
- Anheuser Busch
- Arrowhead Mountain Spring Water
- Camden Properties
- CityPlace
- CTC Travel & Meeting Management
- Grand Prix Association of Long Beach
- The Grove of Anaheim
- TalkRadio 790 KABC Radio
- KCAL 9 Television
- KLON FM 88.1 Radio
- Long Beach Press-Telegram
- Moon Dance Catering
- Office of Supervisor Don Knabe
- Southern California Pepsi-Cola Bottling Company

## Tickets:

Long Beach Live! is a gated event with four entrances on Broadway: at Pine Avenue, Long Beach Boulevard (west side and east side) and Linden Avenue.

## Tickets, continued

Ticket pricing:

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- \$6 per day for adults, with \$1-off coupons widely available.
- \$3 for seniors, students with identification and children under 12.

*Parking:*

Parking is available at many locations in downtown Long Beach, including City Place, Landmark Square and others.

*Production:*

Long Beach Live! is presented by the Downtown Long Beach Associates, a business improvement district serving 1,600 stakeholders in Downtown Long Beach. Production development and coordination is contracted to Perelman, Pioneer & Company: (213) 365-7965.

(70202)



## JetBlue's Long Beach Live! Performance Line-Up

(as of July 2, 2002)

<i>Day and time</i>	<b>West End:</b> <i>Budweiser Stage on The Promenade</i>	<b>East End:</b> <i>The Grove of Anaheim Stage</i>
<b>Friday, July 5:</b>		
5:00–6:15 p.m.	Max Bangwell	
6:15–7:30 p.m.		Del Noah
7:30–9:00 p.m.	Soul Shakedown featuring Quino of Big Mountain	
9:00–10:15 p.m.		Stan DeWitt & Dept. of Corrections
10:15 p.m.–Midnight	L.A. Tickets	
<b>Saturday, July 6:</b>		
12:00–1:15 p.m.	The Angry Landlords	
1:15–1:45 p.m.		Jeffrey Daymont
1:45–3:00 p.m.	Long Beach Concert Band	
3:00–4:15 p.m.		Zydeco Party Band
4:15–5:00 p.m.	Jeffrey Daymont	
5:00–6:15 p.m.		Freddie Brooks and the Dirty Cooks
6:15–7:30 p.m.	Gregg Young's 2nd Street Steel Drum Quartet	
7:30–9:00 p.m.		Royal Crown Revue
9:00–10:15 p.m.	Dale Peterson & The Rhythm Lords	
10:15 p.m.–Midnight		Boogie Knights
<b>Sunday, July 7:</b>		
12:00–1:30 p.m.		L.A. Blues (12:00) Broadway on Bixby (1:15)
1:30–3:00 p.m.	Char Wells & The Music Company	
3:00–4:00 p.m.		Doc Anello & The Swing Machine
4:00–7:00 p.m.	Jazz Search	
7:00–8:00 p.m.		Gregg Young & the 2nd Street Band

# *JetBlue's Long Beach Live! Performance Line-Up, continued*

(as of July 2, 2002)

<i>Day and time</i>	<i>West End: City Place Performance Pavilion</i>	<i>Description</i>
<b>Friday, July 5:</b>		
5:00-6:15 p.m.	Samba LA	Samba Dancers
6:16-7:30 p.m.	2's a Crowd	Break Dancing
7:30-9:00 p.m.	Aggro Alliance Trick Team	Bike Stunts
9:00-10:15 p.m.	Melange	Circus
10:15-11:00 p.m.	2's a Crowd	Break Dancing
<b>Saturday, July 6:</b>		
12:00-2:00 p.m.	Joseph Derry	Magician
2:00-2:45 p.m.	Vamphear Circus	Circus/Vaudeville Act
2:45-3:30 p.m.	Koshin Taiko Group	Taiko Drummers
3:30-5:00 p.m.	To be announced	
5:00-5:45 p.m.	Vamphear Circus	Circus/Vaudeville Act
5:45-6:15 p.m.	Flat Top	Break dancer/Comedian
6:15-6:45 p.m.	Mad Cap Mike	Juggler/Comedian
6:45-7:15 p.m.	Flat Top	Break dancer/Comedian
7:15-8:00 p.m.	Vamphear Circus	Circus/Vaudeville Act
8:00-9:30 p.m.	Aggro Alliance Trick Team	Bike Stunts
9:30-11:00 p.m.	Jeffrey Daymont	Juggler/Acrobat
<b>Sunday, July 7:</b>		
12:00-2:00 p.m.	2's a Crowd	Break Dancing
2:00-3:30 p.m.	Jiang	Balancing Act
3:30-5:00 p.m.	2's a Crowd	Break Dancing
5:00-6:30 p.m.	Jiang	Balancing Act

# *JetBlue's Long Beach Live! Performance Line-Up, continued*

(as of July 2, 2002)

<i>Day and time</i>	<i>West End: Blue Cafe</i>	<i>East End: Museum of Latin American Art Stage</i>
<i>Friday, July 5:</i>		
5:00-6:00 p.m.		Benise Flamenco
5:30 p.m.	2000 Lbs. Of Blues	
6:00-6:30 p.m.		Melange
6:30-8:00 p.m.		Benise Flamenco
8:00-9:00 p.m.		Melange
9:00-11:00 p.m.		Castro Band
10:00 p.m.	J.J. Bad Boy Jones Sean Lane & The Hellhounds	
<i>Saturday, July 6:</i>		
12:30 p.m.	The Mamas Boys	
1:00-1:30 p.m.		'Maizin' Dave
2:30-3:00 p.m.		RePercussion
3:00-3:30 p.m.		'Maizin' Dave
4:00-4:30 p.m.		RePercussion
5:30 p.m.	Max Bangwell	
6:00-7:30 p.m.		Jeffrey Daymont
8:00-8:15 p.m.		Susana Elena
10:00 p.m.	Bleeding Harp Nairobi Trio	
<i>Sunday, July 7:</i>		
12:00-1:30 p.m.	The Mamas Boys (12:30)	Eduardo Daniel
2:00-2:30 p.m.		Melange
3:00-3:30 p.m.		Melange
4:00-4:30 p.m.		Melange
5:00-5:30 p.m.		Melange
5:30 p.m.	Mississippi Mud	
6:00-7:00 p.m.		Ciro Hurtado
7:00 p.m.	Sunny D Blues	





## JetBlue's Long Beach Live! Restaurant Line-Up and Menus

(Menu selections and pricing current at time of printing, but are subject to change; as at July 2, 2002)

<i>Pavilion</i>	<i>Description</i>
<p><b>555 East/King's Pine Avenue Fish House</b></p> <p>555 East American Steakhouse 555 East Ocean Boulevard Long Beach 90802 (562) 437-0626</p> <p>King's Pine Avenue Fish House 100 West Broadway, at Pine Long Beach 90802 (562) 432-PINE (7463) <a href="http://www.kingsseafood.com">www.kingsseafood.com</a> "Welcome to the House that Seafood Built"</p>	<p>Featured items:</p> <ul style="list-style-type: none"> <li>. Mini Prime Rib Sandwich with Horseradish Cream (\$3)</li> <li>. Shrimp Cocktail (\$3)</li> </ul> <p>Featured item:</p> <ul style="list-style-type: none"> <li>. Ceviche (\$3.50)</li> <li>. Fresh shucked Oysters with Cocktail Sauce and fresh Horseradish (\$1)</li> <li>. Oyster Shooters: Traditional/Miyagi style/Baja style (\$1.50)</li> </ul>
<p><b>Ailoi/Sixth Street Bistro</b></p> <p>Ailoi Restaurant and Tapas Bar 1261 Cabrillo Avenue Torrance 90501 (310) 320-9300</p> <p>Sixth Street Bistro 354 West Sixth Street San Pedro 90731 (310) 521-8818</p>	<p>Featured items:</p> <ul style="list-style-type: none"> <li>. Chocolate Souffle (\$5)</li> <li>. Coconut Shrimp (\$3)</li> <li>. Grilled Lamb Chop with Balsamic Reduction (\$3)</li> <li>. Seafood Paella (\$3)</li> </ul>
<p><b>Alegria/L'Opera/The Madison</b></p> <p>Alegria Cocina Latina 115 Pine Avenue Long Beach 90802 (562) 436-3388</p> <p>L'Opera Ristorante 101 Pine Avenue Long Beach 90802 (562) 491-0066</p>	<p>Featured items:</p> <ul style="list-style-type: none"> <li>. Cocktail de Camarones (\$3)</li> <li>. Pollo en Molé (\$3)</li> </ul> <p>Featured items:</p> <ul style="list-style-type: none"> <li>. Lasagna di Carne (\$3)</li> <li>. Mini Sacchetto di Cioccolata (\$3)</li> </ul>

## *JetBlue's Long Beach Live!*

### *Restaurant Line-Up and Menus, continued*

<i>Pavilion</i>	<i>Description</i>
<p><b><i>Alegria/L'Opera/The Madison, continued</i></b></p> <p>The Madison Restaurant &amp; Bar 102 Pine Avenue Long Beach 90802 (562) 628-8866</p>	<p>Featured item:</p> <ul style="list-style-type: none"> <li>. Whole Roasted Leg of Free-Range Veal Sandwich, with Carmelized Onion, Mashed Potatoes and Au Jus (\$3)</li> </ul>
<p><b><i>Buono's Authentic Pizzerias</i></b></p> <p>401 West Willow Street Long Beach (562) 595-6138</p> <p>6176 Atlantic Avenue Long Beach (562) 422-9028</p> <p>1432 South Gaffey Street San Pedro (310) 547-0655</p>	<p>Featured items:</p> <ul style="list-style-type: none"> <li>. Cheese Pizza (\$2)</li> <li>. Eggplant Parmesan (\$4)</li> <li>. Pepperoni Pizza (\$2)</li> <li>. Pizza Giorgio, a Mediterranean vegetarian pizza masterpiece (\$2)</li> </ul>
<p><b><i>Coley's Caribbean-American Cuisine</i></b></p> <p>300 East Florence Avenue Inglewood 90301 (310) 672-7474</p>	<p>Featured items:</p> <ul style="list-style-type: none"> <li>. Jamaican Meat Patties (\$2)</li> <li>. Jerk Chicken (\$3)</li> <li>. Plantains &amp; Steamed Vegetables (\$2)</li> <li>. Rice &amp; Beans (\$2)</li> </ul>
<p><b><i>Global Cuisine by Gary Arabia on The Lot</i></b></p> <p>1041 North Formosa Avenue West Hollywood 90046 (323) 850-2600</p>	<p>Featured items:</p> <ul style="list-style-type: none"> <li>. Berry and Chocolate Crepes (\$4)</li> <li>. California Roll (\$5)</li> <li>. Crabcakes with Mango Salsa and tangy Aioli (\$5)</li> <li>. Seafood Crepes (\$4)</li> </ul>
<p><b><i>Mum's Restaurant</i></b></p> <p>144 Pine Avenue Long Beach 90802 (562) 437-7700 <a href="http://www.mumsrestaurant.com">www.mumsrestaurant.com</a></p>	<p>Featured items:</p> <ul style="list-style-type: none"> <li>. Kalua Pork Tostada with Lomi Lomi Tomato Relish (\$2)</li> <li>. Haupia Sorbet and Crispy Banana Lumpia (\$3)</li> </ul>
<p><b><i>Rick Royce Premier BBQ Catering</i></b></p> <p>(310) 441-RIBS (7427) "Southern California's Premier BBQ Caterer" U.S. National Rib Cook-Off Champion</p>	<p>Featured items:</p> <ul style="list-style-type: none"> <li>. Award-winning, Hickory-smoked Baby Back Pork Ribs (\$5)</li> <li>. BBQ Baked Beans (\$1)</li> <li>. Hickory-smoked BBQ Beef Tri-Tip Sandwich (\$4)</li> <li>. Hickory-smoked BBQ Chicken (\$3)</li> </ul>
<p><b><i>Rock Bottom Restaurant and Brewery</i></b></p> <p>One Pine Avenue Long Beach 90802 (562) 308-2255</p>	<p>Featured items:</p> <ul style="list-style-type: none"> <li>. Brown Ale Chicken (\$3)</li> <li>. Spicy Spinach Dip (\$2)</li> <li>. Stuffed Portobello Mushrooms (\$2)</li> </ul>

## *JetBlue's Long Beach Live!*

### *Restaurant Line-Up and Menus, continued*

<i>Pavilion</i>	<i>Description</i>
<p><b>TNT Gourmet Sausage Company</b>            (323) 816-4590            Available "hot off the grill" every week at the Certified Farmer's Markets in Beverly Hills, Culver City, Hollywood, Santa Monica, Torrance and Westwood Village. Look for TNT Gourmet Sausages at all Bristol Farms.</p>	<p>Featured items:            . Sausage on a Stick (\$3)            . Sausage Burrito (\$5)            . The Works Sandwich: any sausage link, grilled bell peppers and onions, potatoes and cheese (\$5)</p> <p>Your choice of Shrimp &amp; Chicken Sausage (spicy), Lemon Chicken Sausage (medium), Ortega &amp; Chicken Sausage (medium) or Apple &amp; Chicken Sausage (mild).</p>
<p><b>VIVA Restaurant</b>            at the Museum of Latin American Art            628 Alamitos Avenue            Long Beach 90802            (562) 435-4048</p>	<p>Featured items:            . Cuban Hamburger: ground beef mixed with exotic spices on a soft bun with pickle, tomato, lettuce and a mustard-mayo mix, plus fried potato sticks piled high! (\$5)            . Fried Yuca Strips: crisp tropical fried Yuca with a Cayenne, salt and sugar dusting . . . great with your Cuban Hamburger! (\$1)</p>
<b><i>Beverages:</i></b>	
<p>Arrowhead Mountain Spring Water            (Half-liter for \$2)</p> <p>Bacardi Silver            Bud Light            Budweiser            Michelob Amber Bock            (16 oz. for \$5)</p>	<p>Pepsi-Cola and Diet Pepsi            Sierra Mist            Mountain Dew and Mountain Dew Code Red            SoBé            (20 oz. for \$3)</p> <p>Le Terre Chardonnay            La Terre Merlot            Woodbridge White Zinfandel            (7 oz. for \$5)</p>




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## **JetBlue's Long Beach Live! Chef's Pavilion Line-Up**

(as at July 2, 2002)

<i>Day and time</i>	<i>Description</i>
<i>Friday, July 5:</i>	
6:30 p.m.	Todd Bowers, TNT Gourmet Sausage Company
8:00p.m.	Michael Johnson, Viva Restaurant at the Museum of Latin American Art
9:00p.m.	Ice-carving demonstration by Pratan Pimsuparp of the Anaheim Hilton
<i>Saturday, July 6:</i>	
2:00 p.m.	Richard Mead, Sage Restaurant of Newport Beach
4:00 p.m.	"The Restaurant Show" with Mario Martinoli on TalkRadio 790 KABC — LIVE!
6:30 p.m.	Gary Arabia, Global Cuisine by Gary Arabia on The Lot
8:00 p.m.	Don Coley, Coley's Caribbean-American Cuisine
9:30 p.m.	Ice-carving demonstration by Pratan Pimsuparp of the Anaheim Hilton
<i>Sunday, July 7:</i>	
1:00 p.m.	Walter Cotta, Alegria Cocina Latina
2:30 p.m.	Alexander Dziuryzinski, The Madison
4:00 p.m.	Marino Rosato, L'Opera
5:30 p.m.	Mario Nasab, La Traviata Restaurant
7:00 p.m.	Ice-carving demonstration by Pratan Pimsuparp of the Anaheim Hilton