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FOR IMMEDIATE RELEASE

**DOWNTOWN BURBANK LAUNCHES NEW BRAND TO ATTRACT VISITORS AND
BUSINESSES TO SOUTHERN CALIFORNIA'S
HOME OF ENTERTAINMENT**

Downtown Burbank canvasses the neighborhood with bold new banners as the area gets ready for a brand-new look.

Burbank, CA (July 16, 2019) Beginning this week, the Downtown Burbank PBID (Property Based Improvement District) in conjunction with the City will begin unveiling a series of colorful new flag pole banners across Downtown Burbank. These banners will offer visitors and residents the first major look into the neighborhood's new brand identity.

"We're are so excited to launch our new brand identity and marketing campaign with the addition of 400 new banners in Downtown Burbank" said Mary Hamzoian, Executive Director, Downtown Burbank PBID and Economic Development Manager for the City of Burbank. "With great shopping and dining establishments, four major hotels, the entertainment industry in our backyard, and Hollywood Burbank Airport just minutes away, we have unique offerings that make Downtown Burbank a great place to visit and to stay."

The banners will be installed just in time for the arrival of the popular 9th Annual Downtown Burbank Car Classic. The Car Classic kicks off an enviable outdoor line-up of more than 200 classic cars, picture cars from Vehicle Effects, the Television Motion Picture Car Club, Unique Twist and more on Saturday, August 3rd at 3:00 pm. As the summer unfolds, the new brand and messaging will continue to work their way into the public consciousness with more street-based applications, new wayfinding signage, an expansive national marketing campaign, as well as a new website.

Although the City of Burbank was incorporated in the early 1900s, Downtown Burbank was specifically developed in the mid-century to serve as both an entertaining and relaxing destination for aviation and entertainment industry residents. The new brand identity strives to capture and honor that purposeful past and promote the evolution of the area.

Learn more by following the action at www.DTNBUR.com

About the PBID: The Downtown Burbank PBID (Property Based Improvement District) is a benefit assessment district whose goal is to fund and manage improvements and promote economic vitality in Downtown Burbank. The PBID is funded by property owners who agreed to self-assess their properties to fund projects and programs that market and promote the area, provide infrastructure improvements, leasing support and increase visitation. The PBID was originally formed in 2003. For more information about the PBID visit <https://dtnbur.com/about-dtn-bur/dtn-bur-partnership/>

For more information on the Downtown Car Classic visit <https://dtnbur.com/whats-happening/>