

FOR IMMEDIATE RELEASE

Birmingham Offering Big Incentives for Shopping Small On Small Business Saturday

BIRMINGHAM, MI, November 19, 2020 – Downtown Birmingham visitors who shop big on Small Business Saturday (November 28) will enjoy special incentives while supporting the local economy. Small businesses are the backbone of our communities and this is an important year for shoppers to show their support. Small Business Saturday officially kicks off the holiday shopping season in downtown Birmingham, home to over 300 retailers, restaurants, salons and spas. Birmingham merchants are going above and beyond this year to provide a safe and personalized shopping experience for every guest, so skip the crowds and stroll through downtown as we celebrate the holiday season with shopping incentives and activities! For those that prefer to shop from the comfort of their own home, many of our retailers and restaurants are offering several different options including curbside pickup, delivery and more. Browse our [2020 Holiday Gift Guide](#) for holiday shopping ideas.

On Saturday, November 28, shoppers will enjoy the following incentives:

- ✓ **Birmingham Bucks Promotion:** This popular promotion returns for a limited time! Earn big while shopping small – receive \$25 in Birmingham Bucks for every \$100 you spend from November 27 – November 29. Promotional details can be found on our website at AllinBirmingham.com/bb.
- ✓ **Free Parking** in downtown structures. If you prefer curbside pickup, use one of many convenient 5-minute “Buy and Fly” parking spaces throughout downtown.
- ✓ **Complimentary Hot Chocolate:** Hot chocolate, courtesy of Hazel, Ravines & Downtown, will be served at the corner of Maple and Old Woodward.
- ✓ **Appointments with Santa:** Children are invited for a socially distanced visit with Santa at his quaint home Shain Park. Appointments must be made in advance. Visit AllinBirmingham.com/calendar for dates and to schedule an appointment. A special thank you to Shain Park Relators for their continued sponsorship.
- ✓ **Scavenger Hunt:** Presented by Chief Financial Credit Union, visitors are invited to participate in a scavenger hunt through downtown Birmingham. Participants will use their mobile devices to independently complete and compete in the scavenger hunt. The winner will receive a \$500 Birmingham Shopping District gift card!
- ✓ **The Great Decorate:** Starting November 27 – December 24, the Birmingham Shopping District will host The Great Decorate, a holiday tree decorating competition in which restaurants and retailers will partner with local artists to create spectacular holiday trees and compete to win a small business grant – all while raising awareness and funds for local foster teens. Stop at participating locations and vote for your favorite in-person or online. For more information, visit thegreatdecorate.com.



For more information about Small Business Saturday and all holiday activities, visit AllinBirmingham.com/calendar.