

FOR IMMEDIATE RELEASE

Classic Cars, Food and Fun at Birmingham Cruise Event
Saturday, August 21, 2021

BIRMINGHAM, MI, August 10, 2021 – The Woodward Dream Cruise will roll into town on Saturday, August 21, bringing thousands of classic cars and more than one million people from all over the world. Adding to the festivities, the Birmingham Cruise Event will take place on South Old Woodward Avenue from Bowers Street to Landon Street, from 9:00 a.m. to 5:00 p.m.

“We are looking forward to bringing the 26th annual Birmingham Cruise Event back downtown this year! Though the event footprint will be smaller due to City restrictions, we are anticipating a great turnout from car clubs and enthusiasts, and people from all over the region,” said Operations and Event Manager, Jaimi Brook.

The Birmingham Cruise Event features classic cars of all makes and models and sponsor. Attendees will enjoy seeing Thunderbirds, Mustangs, Corvettes and much more. Throughout the event area, food vendors will offer items like fresh squeezed lemonade, hot dogs and frozen treats.

The Chevrolet exhibit will host a variety of displays highlighting their latest cars and trucks. Both WXYZ Channel 7 and WOMC 104.3 FM will broadcast live from downtown Birmingham throughout the day.



Birmingham's walkable downtown is the ideal place for cruise enthusiasts to spend the day. The historic downtown area features a wide variety of restaurants including sandwich shops, casual dining, upscale eateries and a variety of ethnic cuisines. Shopping includes hundreds of local and national retailers. All Cruise events and venues are within walking distance of Birmingham's five parking structures, where the first two hours of parking are always free. All Birmingham parking meters are credit card and Parkmobile app enabled, for easy parking downtown.

A special thank you to our Birmingham Cruise Event sponsors: Chevrolet, WXYZ Channel 7 and WOMC 104.3. For more information about the Birmingham Cruise Event, visit www.AllinBirmingham.com/CruiseEvent.

Established in 1992, the BIRMINGHAM PRINCIPAL SHOPPING DISTRICT is comprised of more than 300 retailers, including clothing retailers, restaurants, salons & spas, and antique shops. The district is also home to offices and a variety of businesses from financial services to technology-based firms. Located among some of the nation's most affluent suburbs, Downtown Birmingham is a center for business, social, cultural, and community activities for Birmingham residents and neighboring communities.

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