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**FOR IMMEDIATE RELEASE**

## **Visit Birmingham on Small Business Saturday for Shopping Incentives, Free Activities and More!**

**BIRMINGHAM, MI**, November 11, 2022 – Shop downtown Birmingham on Saturday, November 26, for Small Business Saturday! Earn a \$25 Birmingham Bucks e-Gift card for every \$100 you spend at local retailers and restaurants in the Birmingham Shopping District from Saturday, November 26 – Sunday, November 27. Birmingham Bucks [e-gift cards](#) can be redeemed at over [70 retailers and restaurants](#) downtown!

"Local businesses reinvest on an average more than 70% of their earnings back into their community," BSD Executive Director Cristina Sheppard-Decius said. "They not only invest in their downtown, but also the people who live here."

Browse the Birmingham Shopping District's [2022 Holiday Gift Guide](#) for gifts from local retailers, perfect for everyone on your list!

"It's important to shop local all year and especially during the holidays," said Erik Miller, owner of Untied on Woodward. "Small businesses welcome guests with unprecedented service and unique finds - something they won't experience shopping online or at a mall. Plus, by shopping at a local business, you are supporting somebody's dream."

Visit the Birmingham Shopping District for a full day of fun for all ages, including:

- ✓ **Free Parking** in downtown municipal structures
- ✓ **Santa Walk:** Help welcome Santa to town by joining him on a stroll through downtown Birmingham and enjoy free giveaways along the way! The walk begins at 9:30 a.m. and registration is required. Find more information and register online at [ALLINBirmingham.com/events](http://ALLINBirmingham.com/events).
- ✓ **Complimentary Hot Chocolate:** Enjoy free homemade hot chocolate from 10:00 a.m. to 2:00 p.m., courtesy of Hazel's! Visit the tent at the corner of Maple Road and Old Woodward Avenue.
- ✓ **Horse-Drawn Carriage Rides:** From 11:00 a.m. to 3:00 p.m., hop aboard a horse-drawn carriage for a tour of the beautifully decorated downtown. As always, carriage rides are free and leave from Shain Park.

Visit [ALLINBirmingham.com/sbs](http://ALLINBirmingham.com/sbs) for the Birmingham Bucks promotion details and [ALLINBirmingham.com/events](http://ALLINBirmingham.com/events) for event information. For a full retail directory, visit [ALLINBirmingham.com/shop](http://ALLINBirmingham.com/shop). We look forward to seeing you downtown!

*Established in 1992, the BIRMINGHAM PRINCIPAL SHOPPING DISTRICT comprises nearly 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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