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FOR IMMEDIATE RELEASE

Visit Downtown Birmingham this Holiday Season for Local Shopping and Dining, Memorable Holiday Events and More

BIRMINGHAM, MI, November 15, 2023 – Visit the Birmingham Shopping District (BSD) this holiday season for local shopping and dining, and a full line-up of free holiday events and activities sure to please visitors of all ages! The festivities kick-off on Small Business Saturday, November 25, and continue throughout the season.

Small Business Saturday: November 25, All Day

Find unique local gifts for everyone on your list and earn a \$25 Birmingham Bucks e-Gift card for every \$100 you spend at eligible BSD businesses on Saturday, November 25 – Sunday, November 26. Birmingham Bucks [e-gift cards](#) can be redeemed at over [75 retailers and restaurants](#) downtown! Visit ALLINBirmingham.com/sbs for promotional details.

"Seventy-five percent of Downtown Birmingham's businesses are locally owned," said Cristina Sheppard-Decius, BSD Executive Director. "Local small businesses are the backbone of our downtowns and communities, and by shopping local during the holidays and beyond, you are supporting not only those local businesses owners, but also the entire community. We've always selected this important day to be the official start to all of our holiday events and activities, in celebration of our local businesses."

In addition to local shopping incentives, visitors will enjoy free parking in municipal structures all weekend long (November 24-26), free activities including horse-drawn carriage rides, sponsored by Lincoln of Troy, and homemade hot chocolate courtesy of Hazel's. Families may register to participate in welcoming Santa to town, during Santa Walk, a short walk through downtown with stops at local shops. Register at ALLINBirmingham.com/events.

Late Night Thursdays: November 30 and December 7, 14 and 21, 5 – 8 p.m.

New this year, on Thursdays starting November 30 through December 21, visit Downtown Birmingham from 5 – 8 p.m. to shop extended retail hours, enjoy free sweet treats and listen to professional carolers singing holiday favorites. All are invited to hop aboard the free trolley for a fun and easy way to get around town. As an added bonus, our festive holiday helpers will be spreading cheer distributing thousands of dollars in free gift cards to random shoppers! Find out more at ALLINBirmingham.com/thursdays.

Winter Markt and Holiday Tree Lighting: December 1 – 3, Hours Vary

The annual Birmingham Winter Markt event, presented by Mercedes Benz of Bloomfield Hills, returns to Shain Park in Downtown Birmingham, Friday, December 1, through Sunday, December 3. The German-themed event features over 70 local artists and vendors offering fresh holiday greens and décor, children's toys and books, apparel and accessories, apothecary, jewelry and more. European-inspired cuisine, live performances and free holiday-themed activities, including marshmallow roasting, horse-drawn carriage rides sponsored by Lincoln of Troy, visits with Santa and the Kinderhaus activity area, will entertain visitors of all ages!

Join us at 6 p.m. on opening night, Friday, December 1, for the Holiday Tree Lighting ceremony, presented by Wells Fargo Advisors, featuring live entertainment, giveaways sponsored by KW Domain, and the lighting of

Birmingham's holiday tree adorned with over 45,000 LED lights! Mojo and Shannon from Channel 955's Mojo in the Morning Show will emcee the event. For more information, visit ALLINBirmingham.com/wintermarkt.

Santa House and Horse-Drawn Carriage Rides: Weekends

On weekends throughout the season, visit Shain Park for Santa House and horse-drawn carriage rides. Santa visits are by appointment only, except during the Winter Markt event (December 1 – 3) when visits are first-come, first-served. As always, Santa House and carriage rides are free. Donations benefiting local non-profits will be accepted from those that would like to contribute. For hours and information, visit ALLINBirmingham.com/events.

Complimentary Treats: Saturday, November 25 and December 9, 16 and 23, 10 a.m. – 2 p.m.

Stop by the tent located at the corner of Maple Road and Old Woodward Avenue for free homemade hot chocolate, courtesy of Hazel's, Daxton Hotel and Planthropie, and free roasted chestnuts courtesy of the BSD, on Saturdays this season! View the schedule at ALLINBirmingham.com/events.

To be the first to receive information on holiday events and activities, subscribe to BSD e-news at ALLINBirmingham.com/enews, follow us on Facebook [@Birmingham Shopping District](https://www.facebook.com/BirminghamShoppingDistrict) and on Instagram [@bhamshopping](https://www.instagram.com/bhamshopping). Visit ALLINBirmingham.com for shopping, dining and service directories, an event calendar and more. As always, parking is conveniently located and free for the first two hours in all municipal structures. For parking information, visit ALLINBirmingham.com/park.

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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