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PRESS RELEASE

The New *BRRmingham Blast* Event Brings Free Activities and Entertainment for All Ages to Downtown Birmingham this January

BIRMINGHAM, MI, January 8, 2024 – Zip in to Downtown Birmingham on Saturday, January 27, from 10 a.m. – 6 p.m., for the *BRRmingham Blast* – a brand new event brought to you by the Birmingham Shopping District (BSD), featuring free entertainment and activities for all ages including a zip line, food trucks, activities and more! The event will take place along South Old Woodward Avenue from Maple Road to Brown Street and is free to attend.

Zip Line

Experience the ultimate rush of zip-lining across the sky on the award-winning *Fly Wire Zip Line*, the longest mobile zip line in Michigan! Thrill seekers of all ages are invited to ride the 300-foot-long zip line free of charge during the event.

Food Trucks

A delicious variety of food trucks will be serving up savory favorites and warm sweet treats for purchase throughout the day, including Sushi Kabar, Famous Hamburgers, Pure Mitten BBQ, House of Mac, S'mores & Coffee, The Little Donut Factory, Pull On This Chimney Cakes and Motor City Pasty Company. Attendees are invited to relax in the warming tent, set with tables and chairs, to enjoy meals with family and friends. For those who prefer to dine-in, explore a list of downtown restaurants at [ALLINBirmingham.com/dine](https://www.allinbirmingham.com/dine).

Marshmallow Roasting and Activities

Gather around the fire pits to warm up and roast a marshmallow (or two!) free of charge! Kids' crafts will also be available in the Kids' Zone tent during the event.

Retail Promotions and Sales

Downtown Birmingham's many local and national retailers will be open during the event, so be sure to schedule some time to shop post-holiday sales and new 2024 merchandise! Find a full list of downtown retailers at [ALLINBirmingham.com/shop](https://www.allinbirmingham.com/shop).

"The Birmingham Shopping District is committed to growing and evolving its events and activities schedule so that there is something year-round," said Cristina Sheppard-Decius, BSD Executive Director. "This new event is a great opportunity to get rid of the winter blues and support local businesses."

Parking is convenient and free for the first two hours in all five of Birmingham's municipal parking structures. Parking fees are just \$2/hour (up to \$10 maximum) after the first two hours. Visit [ALLINBirmingham.com/park](https://www.allinbirmingham.com/park) for structure locations.

For more information on the *BRRmingham Blast* and other upcoming events visit [ALLINBirmingham.com/events](https://www.allinbirmingham.com/events).

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.