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MEDIA ADVISORY

Birmingham's Winter Markt Returns with Shopping, Entertainment and More

BIRMINGHAM, MI, November 27, 2023 – The annual Birmingham Winter Markt event, presented by Mercedes Benz of Bloomfield Hills and the Birmingham Shopping District (BSD), returns to Shain Park in Downtown Birmingham, Friday, December 1 through Sunday, December 3. The festive German-themed event features over 70 local artists and vendors, European-inspired foods and beverages, live entertainment, free activities and more!

All are invited to the annual Tree Lighting ceremony, sponsored by Wells Fargo Advisors, on opening night, Friday, December 1, at 6 p.m. The ceremony features Santa, entertainment and giveaways, courtesy of KW Domain, and the lighting of Birmingham's holiday tree adorned with over 45,000 LED lights! Channel 955's Mojo and Shannon from Mojo in the Morning, will emcee the event. Following the tree lighting, Santa House will be open for visits (no appointment necessary). You won't want to miss this festive community tradition!

"We welcome thousands of visitors from across the region for this annual event" said Jaimi Brook, BSD Operations and Events Manager. "This year, we have a record number of local artists and vendors offering everything from tabletop décor to gifts for family and friends. We are proud to see this event continue to expand each year and draw so many visitors to Downtown Birmingham."

Throughout the weekend, visitors are invited to shop for fresh holiday greens and décor, and unique gifts including jewelry, children's toys and books, apparel and accessories, apothecary and more, from local artists and vendors. European-style food and beverages will be available for purchase from the Der Wurstwagen, The Little Donut Factory, Let's Pop Kettle Corn, Los Conchas, Krysia's, The French Lady and others.

Free activities including marshmallow roasting, horse-drawn carriage rides courtesy of Lincoln of Troy, visits with Santa, a Kinderhaus children's activity area and live performances will entertain visitors of all ages. Meet the *Snow Queen* and *Frozen Princess* on Saturday, December 2, from 12:30 to 3:30 p.m. Enter to win one of several family 4-packs of tickets to both Rudolf and Frozen, courtesy of Broadway in Detroit. During the evening hours, enjoy hundreds of thousands of holiday lights on display throughout the park and downtown.

Event Hours:

Friday, December 1: 4:00 – 9:00 p.m. (Tree Lighting at 6:00 p.m.)

Saturday, December 2: 10:00 a.m. – 9:00 p.m. (Winter princesses, 12:30 – 3:30 p.m.)

Sunday, December 3: 10:00 a.m. – 4:00 p.m.

Winter Markt is free to attend. Shain Park is located at 270 W. Merrill Street in Downtown Birmingham. As always, Birmingham's five municipal parking structures offer free parking for the first two hours Monday – Saturday, and all day on Sunday. Visit [ALLINBirmingham.com/park](https://www.allinbirmingham.com/park) for locations.

For more information visit [ALLINBirmingham.com/WinterMarkt](https://www.allinbirmingham.com/WinterMarkt). To see more free holiday events and activities happening downtown this season, visit [ALLINBirmingham.com/events](https://www.allinbirmingham.com/events). For a list of shops and restaurants, browse the retail directory at [ALLINBirmingham.com/shop](https://www.allinbirmingham.com/shop) and the dining directory at [ALLINBirmingham.com/dine](https://www.allinbirmingham.com/dine).

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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