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FOR IMMEDIATE RELEASE

Birmingham Cruise Event Returns to Downtown Birmingham with Sponsor Exhibits, Classic Cars and Interactive Displays for Car Enthusiasts of All Ages

BIRMINGHAM, MI, August 6, 2024 – The Birmingham Shopping District’s (BSD) Birmingham Cruise Event returns to South Old Woodward Avenue in the heart of downtown Birmingham on Saturday, August 17th, from 9 a.m. to 5 p.m. during the Woodward Dream Cruise. See hundreds of classic cars on display, explore sponsor displays and interactive exhibits from Chevrolet and more, and hear live broadcasts from WOMC 104.3 FM.

“We are delighted to announce the 29th annual Birmingham Cruise Event, held in partnership with the Woodward Dream Cruise. As Michigan is celebrated for its rich automotive heritage, this event will feature an impressive display of over 200 classic cars, reflecting our state’s significant role in the automotive industry,” said BSD Executive Director, Erika Bassett. “Attendees can also enjoy a variety of food vendors creating a vibrant celebration of both our automotive legacy and community spirit. We look forward to welcoming everyone to this remarkable celebration.”

Shop official cruise and Detroit-made merchandise from The Detroit Shoppe and other vendors. Stay cool with fresh-squeezed lemonade and Italian ice, and enjoy hot dogs and carnival-style fare from vendors located throughout the event.

Birmingham's walkable downtown is the ideal place to spend the day or even the entire weekend. The walkable, historic downtown features a wide variety of restaurants from fast, casual cafes to upscale eateries. Many local and national retailers will be open to welcome shoppers of all ages. For those seeking overnight accommodations, the Daxton Hotel, The Townsend Hotel and the Holiday Inn Express are located in the heart of downtown Birmingham within walking distance to the event. Visit www.ALLINBirmingham.com/hotels for more information.



Convenient parking is available at all five City of Birmingham municipal parking garages, where the first two hours are always free. For garages locations and information, visit www.ALLINBirmingham.com/park.

We extend a special thank you to our Birmingham Cruise Event sponsors Chevrolet, WOMC 104.3 FM and Nowicki Autosport. For more information, visit www.ALLINBirmingham.com/cruiseevent.

Established in 1992, the BIRMINGHAM SHOPPING DISTRICT comprises 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, neighboring communities and regional visitors.

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