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FOR IMMEDIATE RELEASE

Kick Off the season with the Spring Stroll: A Fun-Filled Afternoon of Free Giveaways and Local Shopping in downtown Birmingham

BIRMINGHAM, MI, March 13, 2025 – The Birmingham Shopping District is excited to announce the highly anticipated **Spring Stroll**, an event that invites visitors to explore downtown Birmingham, discover local businesses, and enjoy shopping incentives. Taking place on **Saturday, April 12, from 11:00 a.m. to 2:00 p.m.**, this event is the perfect way to celebrate the arrival of spring.

During the Spring Stroll, registered participants will receive a **complimentary swag bag** that they can fill with free items from participating downtown businesses. Whether you're a longtime local resident or new to the area, this event provides a great opportunity to enjoy Birmingham's vibrant downtown scene, support local shops, and enjoy the warmer weather.

There are more than a dozen participating downtown Birmingham businesses, all with special offers, including Marrow, lululemon, Barbara Boz, Evereve, Warby Parker, and Café Origins.

Upon check-in, visitors will receive a **coloring sheet** to help guide them on their stroll. The sheet serves as a fun, interactive way to ensure attendees don't miss any of the participating businesses. As visitors stroll from shop to shop, they can complete the coloring sheet and return it to the check-in table for a prize.

Event Highlights:

- **Date and Time:** Saturday, April 12, from 11:00 a.m. to 2:00 p.m.
- **Complimentary Swag Bags** to be filled with free items from participating businesses
- **Coloring Sheets** to help attendees track their stops
- **Explore Downtown Birmingham** and support local businesses
- **Family-Friendly Fun** for all ages

"We invite the community to participate in a fun, springtime event while discovering all that Birmingham's downtown has to offer. Whether you're looking for unique gifts, local

treasures, or just a fun day out with family and friends, the Spring Stroll has something for everyone,” said Erika Bassett, Birmingham Shopping District Executive Director.

For more information about the Spring Stroll event and to register, visit ALLINBirmingham.com/events.

Visitors will enjoy free parking at municipal parking structures during the event. See ALLINBirmingham.com/park for a list of locations.

To be the first to receive information on events and activities, subscribe to BSD e-news at ALLINBirmingham.com/enews.

Follow us on Facebook @Birmingham Shopping District and on Instagram @bhamshopping.

Visit ALLINBirmingham.com for shopping, dining and service directories, an event calendar, and more.

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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