



**FOR IMMEDIATE RELEASE**

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## **Sale Extravaganza at Day On The Town in Birmingham**

**July 26, 2014: Bargains, Corvette Show, Family Activities, Social Media Contests & Kids Bike Parade**

**BIRMINGHAM, MI**, July 10, 2014 – Bargain-hunters will head to Birmingham in a big way on Saturday, July 26 for the City's largest sale event of the year. Day On The Town festivities will run from 9 a.m. to 7 p.m. in downtown Birmingham. Event organizers are preparing for large crowds from all over Metro Detroit.

### **The 10-Hour Sale!**

The highlight of this action-packed event is the deals. Birmingham merchants will place their discounted merchandise on display around the Maple and Old Woodward area from 9 a.m. – 7 p.m. From shoes and apparel to home décor and jewelry, there's something for everyone during Day On The Town. Old Woodward will be closed to traffic from Willits to Brown; Maple will be closed from Bates to Peabody. Attendees will enjoy *free* parking in all parking structures and free meters throughout the day. Select stores will continue their sidewalk sales the following day – Sunday, July 27.

### **Kids Bike Parade**

Children will have an opportunity to show off their wheels during the eighth annual Kids Bike Parade. This year's parade will start near the steps of City Hall. They will be led by the Birmingham Police Department. The event kicks off promptly at 8:30 a.m. with a bike decorating contest. Decorative bike categories include: Most Creative, Most Patriotic, Most Fashionable and Wackiest! All participants are instructed to wear helmets.

### **Brand New Social Media Contests**

For the first time this year, two social media contests will be held prior-to and during Day On The Town. Anyone who 'Likes' the EnjoyBirminghamNOW Facebook page between Friday, July 11 and Friday, July 25 qualifies for a chance to win a VIP Day On The Town prize package valued at \$1,000. The package includes items and gift cards from: Adventures In Toys, Art Loft, Astrein's, BoConcept, Coqueta, La Belle Provence, Lark & Co, Moosejaw, Paper Source, The Stand, Toast and more. The second will be a photo contest during the event. On July 26 from 9 a.m. – 7 p.m., shoppers can upload a photo shopping at their favorite Birmingham store on Facebook, Twitter or Instagram with #DayOnTheTown for a chance to win a \$100 gift certificate to that store.

## **Live Entertainment**

There will be three live entertainment stages set up around town. Featured guests include: Axis Music Academy, Bill the Magician, Chrissy Morgan, Four Stories, Laura Rain and the Caesars, Leah LaVigne and Sheila Landis.

## **Corvette Generations Car Show**

Again this year, the North Oaks Corvette Club will host a "Corvette Generations" car show featuring over 100 corvettes. This is a juried car show with prizes, 50/50 raffle and more. For more information, visit [www.northoakscorvetteclub.com](http://www.northoakscorvetteclub.com).

## **Children's Activities**

Children and families will be delighted with activities throughout the day. A Kids Zone will be set up on Maple east of Old Woodward from 10 a.m. to 7 p.m. with a children's craft tent. Birmingham Youth Assistance will host the Kids Zone from 10 a.m. – 2 p.m.; Mandy and Pandy Language Learning Center will host it from 2 p.m. – 7 p.m. A bounce house will be set up on Old Woodward in front of Churchill's; rock climbing and putt putt golf will be set up on Merrill. Wandering clowns will be downtown from 10 a.m. – 3 p.m. Bill the Magician, a favorite in Birmingham, will be strolling through downtown with his tricks and then performing on stage at South Old Woodward from 6 p.m. – 7 p.m.

With bargain-pricing, children's activities, live entertainment and classic cars, this popular event is expected to draw record-breaking crowds. For information about other Birmingham events, "like" the EnjoyBirminghamNOW Facebook page, follow us on Twitter [@EnjoyBhamNOW](https://twitter.com/EnjoyBhamNOW) or call (248) 530-1200.

*Established in 1992, the BIRMINGHAM PRINCIPAL SHOPPING DISTRICT is comprised of 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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