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**FOR IMMEDIATE RELEASE**

**Discounted Dining Coming Soon during Birmingham's Restaurant Week Event  
Jan. 26-30 and Feb. 2-6**

BIRMINGHAM, MI, January 16, 2015 – Ten years ago the City of Birmingham became the first city in Michigan to offer a Restaurant Week event. Fast forward a decade and the culinary experience remains highly anticipated among residents and visitors alike. The city is gearing up for the tenth anniversary event, which will offer more restaurants than ever and new incentives from January 26 through 30, and February 2 through 6.

One thing that hasn't changed is the price: three-course lunches for \$15 and three-course dinners for \$30. Patrons will enjoy delicacies from the area's top chefs, who create special and unique menu items specifically for the event. Twenty-four of Birmingham's finest restaurants are participating in this year's event.

Brand new this year, a 'Frequent Diner' incentive offers patrons an opportunity to enter a raffle every time they dine. Following the event, several lucky winners will receive gift cards to Birmingham restaurants. The more patrons dine, the more chances they have to win. Also new this year, a brand new contest encourages restaurant-goers to post a photo of themselves or a photo of their meal at a participating restaurant with #BhamRestaurantWeek. Each week during the event one lucky winner will receive a \$100 gift certificate to the restaurant of their choice. Enter through the Enjoy Birmingham NOW Facebook page, at <http://woobox.com/wncoh7>, or by posting on Facebook, Twitter, or Instagram with #BhamRestaurantWeek.

"We're pleased to have so many restaurants participating in this year's event," said John Heiney, executive director of Birmingham's Principal Shopping District. "People recognize the culinary expertise offered during Restaurant Week and appreciate that it's also easy on their checkbook. Lunch prices remain at \$15, the same as when we launched ten years ago. At \$30, dinner is a tremendous value."

Patrons can learn more about participating restaurants, chefs and event menus at [www.birminghamrestaurantweek.org](http://www.birminghamrestaurantweek.org). Reservations may be made by contacting the restaurants directly.

*Established in 1992, the BIRMINGHAM PRINCIPAL SHOPPING DISTRICT is comprised of over 300 retailers, including many of the Metro Detroit most fashionable women and men's clothing stores, restaurants, salons & spas, home design shops, and many other specialty boutiques. 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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