

**FOR IMMEDIATE RELEASE**

**Families Encouraged to Enter Birmingham Santa Contest  
Light Up the Town with Santa on Wednesday, Nov. 23, 2016**

**BIRMINGHAM, MI**, October 24, 2016 – The Birmingham Shopping District encourages families to submit their entry for the 2016 Birmingham Santa Contest. The treasured tradition gives local families an opportunity to help Santa light up Birmingham’s beautiful tree on Wednesday, November 23 during the Birmingham Tree Lighting event in Shain Park at 6 p.m.

The winning family will enjoy hot cocoa and cookies with Santa at The Townsend Hotel in downtown Birmingham, followed by a horse-drawn carriage ride to the Birmingham Tree Lighting event. Once there, the family will help Santa, Birmingham’s Mayor and other dignitaries with the official tree lighting ceremony. Topping off the evening, the family will be presented with a special gift.

Families may submit their entry online at [www.ALLINBirmingham.com/SantaContest2016](http://www.ALLINBirmingham.com/SantaContest2016). All entries must be submitted by Wednesday, November 16.

For more information, 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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