



FOR IMMEDIATE RELEASE

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Deals & Outdoor Shopping at Day On The Town in Birmingham July 22, 2017: Bargains, Free Parking, Live Entertainment & Kids Bike Parade

BIRMINGHAM, MI, July 13, 2017 – Attracting shoppers from near and far, Birmingham’s largest sale event of the year will draw thousands on Saturday, July 22 from 9 a.m. – 7 p.m. Day On The Town offers bargain-hunters with a unique opportunity to find discounted high-end merchandise in stores and on the streets and sidewalks throughout downtown Birmingham.

The 10-Hour Sale plus FREE Parking!

Large crowds are expected from the entire Metro-Detroit area for the day’s top attraction – SALES! 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 at meters throughout the event.



Live Entertainment

Enjoy live performances from stages located throughout the event. Featured guests include: the John Patrick Peters Band, Sinjon Smith, Trey Connor (local performer selected to audition for *The Voice*), Mia Green, John Latini, Madigan’s Attic, Billy Brandt, the Birmingham Concert Band and students from Axis Music Academy.

Children’s Activities

Children and families will be delighted with activities throughout the day. A Kids Zone will be set up on South Old Woodward from 10 a.m. to 7 p.m. with a children’s craft tent, putt-putt course and an inflatable double-shot basketball challenge. Kids Zone hosts include Birmingham Youth Assistance and Born Yoga. Keep an eye out for the Buy Nearby Guy and clowns making balloon animals.

Kids Bike Parade

The Kids Bike Parade will kick off Day On The Town promptly at 8:30 a.m. in front of City Hall. Children will have an opportunity to show off their wheels and participate in a bike decorating contest. Decorative bike categories include: Most Creative, Most Patriotic, Most Fashionable and Wackiest! Bicyclists will be led by the Birmingham Police Department. All participants are instructed to wear helmets. Thank you to KLM Bike & Fitness for sponsoring the Kids Bike Parade.



With bargain-pricing, children’s activities and live entertainment, this popular event is expected to draw record-breaking crowds. For information about other Birmingham events, visit www.ALLINBirmingham.com, “like” the Birmingham Shopping District Facebook page, follow us on Twitter and Instagram [@BhamShopping](https://www.instagram.com/BhamShopping) or call (248) 530-1200.

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Established in 1992, the BIRMINGHAM PRINCIPAL SHOPPING DISTRICT is comprised of 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 and neighboring communities.