



FOR IMMEDIATE RELEASE

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Families Encouraged to Enter Birmingham Santa Contest Light Up the Town with Santa on Friday, December 1 at 6 p.m.

BIRMINGHAM, MI, October 31, 2017 – The Birmingham Shopping District encourages families to submit their entry for the 2017 Birmingham Santa Contest. The treasured tradition gives local families an opportunity to help Santa light up Birmingham’s beautiful tree on Friday, December 1 during the Birmingham Tree Lighting event in Shain Park at 6 p.m. The event takes place on opening day of the Birmingham Winter *Markt* event, scheduled for December 1 thru 3 in Shain Park.

The winning family will enjoy hot cocoa and cookies with Santa at The Community House, 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/SantaContest2017. All entries must be submitted by Wednesday, November 22. 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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