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**FOR IMMEDIATE RELEASE**

## **Incentives for Shoppers during Old Woodward Reconstruction Project Free Valet, Birmingham Bonus Bucks, Art Contest & More**

**BIRMINGHAM, MI**, March 15, 2018 – Downtown Birmingham shoppers will enjoy special perks this spring and summer as the City undergoes the highly anticipated Old Woodward Reconstruction Project. The project, scheduled to begin later this month and wrap up in late July, will include upgrades that will transform the underground functionality and the above-ground aesthetics of downtown Birmingham.

The Birmingham Shopping District (BSD) wants the public to know shops will be open and accessible throughout construction, and they're counting on customer support during the project.

"Customers are very loyal to Birmingham businesses and we're hopeful they will come out in force to help our merchants continue to thrive during this project," said Birmingham Shopping District Executive Director, Ingrid Tighe. "Birmingham merchants support the community with generous contributions to local charities each year and we look forward to this opportunity to support them in return."

Throughout the project the BSD will ensure accessibility for shoppers and offer the following incentives:

- ✓ **FREE Two-Hour Valet Parking** (then \$5 for each additional hour) at four locations:
  - North Old Woodward Ave. near Willits
  - Henrietta near Maple
  - South Old Woodward near Brown
  - Hamilton Row near Ferndale
- ✓ **Birmingham Bonus Bucks (BBB)**
  - \$20 in Birmingham Bonus Bucks will be awarded to shoppers for every \$100 spent at BSD retailers, and for every \$200 spent at BSD restaurants between April 9 and July 15, or until the promotion maximum has been reached.
  - Birmingham Bonus Bucks must be redeemed in person for their full \$20 value (no change will be given) during *one* purchase at a BSD business by July 25.
  - Visit [www.ALLINBirmingham.com/BBB](http://www.ALLINBirmingham.com/BBB) for promotion details and the submission form coming soon.
- ✓ **Birmingham Construction Art Contest**
  - Local artists are invited to paint/decorate/enhance approximately 3,000 feet of barricades that will be erected during the project. Winning art will be selected by public jury. Each space will be approximately 8' wide by 4' high.
  - The theme is "Pave the Way" which can be interpreted, in many ways, at the discretion of the artist.
  - Applications including three art samples are due by April 6. Painting will take place April 25 – May 11 and judging will begin May 12.
  - Learn more and download the application form at [www.ALLINBirmingham.com/artcontest](http://www.ALLINBirmingham.com/artcontest)



Learn more about these incentives and the Old Woodward Reconstruction Project at [www.bhamgov.org/downtowninfrastructure](http://www.bhamgov.org/downtowninfrastructure), on the Birmingham Shopping District Facebook page and on Twitter and Instagram @BhamShopping.

*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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