



Contact:
Ingrid Tighe, Birmingham Shopping District
Ph. 248-530-1200
Email. info@ALLINBirmingham.com

FOR IMMEDIATE RELEASE

Local Shoppers Win BIG following Small Business Saturday

BIRMINGHAM, MI, December 18, 2017 – This year Small Business Saturday shoppers had an extra incentive for shopping local on Saturday, November 25th. The Birmingham Shopping District (BSD) and Oakland County partnered to offer prizes to lucky shoppers during the national event dedicated to supporting local businesses. On Thursday, December 14, officials from Oakland County and the BSD held a press conference at the Bird & The Bread (soon to be Vinoteca) to present prizes to the Small Business Saturday contest winners.

Throughout Oakland County, Birmingham had the highest number of receipts entered from Small Business Saturday sales – 137 entries totaling \$11,252.74. The following sixteen downtown Birmingham businesses donated prizes to lucky shoppers: ArtLoft, Astrein's Creative Jewelers, Carl Sterr, Claymore Shop, Departure Travel Management, egg by susan lazar, Ethan Allen, Gazelle Sports, Moosejaw, Nina McLemore, Old World Olive Company, refresh bath and body, Scandia Home, Teacups and Toys, Tender and The Italian Dish.

Birmingham resident Amy Baum won a necklace valued at \$670 from Astrein's Creative Jewelers, and Christina Wincek (also from Birmingham) won airline tickets from Departure Travel Management.



Pictured left to right: Christine Jackson, Richard Astrein, Christina Wincek, Megan Dieringer, Steven Fraser, JJ Benkert, L. Brooks Patterson and Ingrid Tighe.

“We received tremendous support from the community during Small Business Saturday,” said Ingrid Tighe, Executive Director of the Birmingham Shopping District. “Our business owners work very hard and we appreciate when shoppers tackle their holiday shopping in Downtown Birmingham.”

Downtown Birmingham has more than 300 retailers offering a diverse assortment of fashion boutiques, gift stores, jewelers, salons, spas, antique shops, and art galleries. Learn more at www.ALLINBirmingham.com/Shop

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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.