



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

FOR IMMEDIATE RELEASE

Discounts and Shopper Incentives set for Back to Birmingham Promotion
Sidewalk sales, Free Parking, Discounted High-End Merchandise

BIRMINGHAM, MI, July 13, 2020 – The Birmingham Shopping District is pleased to announce a Back to Birmingham promotion will be held from Wednesday, July 22 through Tuesday, July 28.

Throughout the promotion shoppers will find discounted high-end merchandise on the sidewalks and in downtown Birmingham stores; no streets will be closed. Shoppers will find clothing, jewelry, artwork, antiques, dishes, vases, toys and more. This promotion is being held in lieu of Day On The Town, which typically draws thousands in one day.

“Due to safety concerns surrounding COVID-19, we’re pleased to offer a promotion that will spread out crowds and allow for social distancing,” said Ingrid Tighe, Executive Director of the Birmingham Shopping District. “Our retailers have experienced tremendous support from the community and we hope this promotion will encourage shoppers to continue their support while taking advantage of great deals.”



Shoppers will enjoy free parking and free valet throughout the promotion. Curbside pick-up is also available at the 5-minute "Buy and Fly" parking spaces throughout the city, or shoppers can find deals from the comfort of their homes on individual retailers' websites.

Bargain-hunters are encouraged to visit retailers' websites for their specific days of sales, times of operation, and promotions at www.AllinBirmingham.com/shop.

###

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.