

FOR IMMEDIATE RELEASE

Big Incentives for Birmingham Shoppers on Small Business Saturday Santa Walk, Free Parking & more on November 30

BIRMINGHAM, MI, November 18, 2019 – Downtown Birmingham shoppers who shop BIG on Small Business Saturday (Saturday, November 30), will enjoy special incentives while supporting the local economy. The national event is dedicated to supporting small businesses across the country. Kicking off the shopping extravaganza, the community will welcome Santa to town during the popular Birmingham Santa Walk.



On Saturday, November 30, Birmingham's downtown shoppers will enjoy the following incentives:

- ✓ Children of all ages (and their parents) are invited to attend the **Birmingham Santa Walk** on Saturday, November 30th at 9:30 a.m. Walkers will meet in the parking lot behind The Surnow Company at 320 Martin Street (southwest corner of Maple & Bates). This event will welcome Santa to town during a celebration complete with ringing sleigh bells, stops at various stores with giveaways, and concluding at Santa's quaint home in Shain Park. Children who participate in the Santa Walk will have first priority to visit Santa at the Santa House.
- ✓ Brand new this year, shoppers who prefer to leave their cars at home can take advantage of discounted Lyft rides to Birmingham. The promotion runs now through December 31, 2019, or when promotion funds are exhausted – whichever comes first. Small Business Saturday shoppers are encouraged to take advantage of the promotion using the following codes: Type code BHAMDAY19 from 12:00 p.m. - 5:59 p.m. to obtain \$7 off a ride to downtown Birmingham. Type code BHAMNIGHT19 from 6:00 p.m. - 11:59 p.m. to obtain \$3 off a ride to downtown Birmingham. Learn more at www.AllinBirmingham.com/Lyft.
- ✓ Free Parking at parking structures in downtown Birmingham.
- ✓ Free Two-Hour Valet Parking (then \$5 for each additional hour) at two locations: North Old Woodward at Hamilton, and South Old Woodward near Merrill (in front of Vinoteca)
- ✓ Santa House in Shain Park OPEN from 10:30 a.m.* - 3 p.m. (after the Birmingham Santa Walk)
- ✓ Complimentary horse-drawn carriage rides from 11 a.m. - 3 p.m.
- ✓ A chance to win the following Oakland County Prizes: \$5,000; \$2,000; \$500 Southwest Airlines voucher.



For detailed information about Small Business Saturday, visit www.AllinBirmingham.com/SBS2019.