

**FOR IMMEDIATE RELEASE**

## **Birmingham Welcomes Visitors Downtown for Safe and Festive Holiday Activities This Season**

**BIRMINGHAM, MI**, November 19, 2020 – The Birmingham Shopping District welcomes visitors downtown this season to enjoy the festive holiday atmosphere and unique activities! With nearly a million lights throughout downtown, it truly is a majestic sight. Make an appointment to visit Santa and his reindeer, participate in a scavenger hunt and enjoy complimentary outdoor refreshments as you stroll through the streets in search of the perfect holiday gifts. Though we will miss hosting the annual Winter Markt this season, our merchants are going above and beyond to provide a safe and personalized shopping experience. With over 300 retailers, restaurants, salons and spas there's something for everyone on your list. We have modified our holiday activities this season to ensure a safe environment for all visitors. Free and contactless parking is available throughout downtown all season.

- **Appointments with Santa and Live Reindeer:** Santa returns this year! On weekends throughout the holiday season, children are invited for a socially distanced visit with Santa at his quaint home in picturesque Shain Park. Select dates will feature live reindeer and other festivities. Advance appointments are required and should be made online at [AllinBirmingham.com/calendar](http://AllinBirmingham.com/calendar). We would like to thank Shain Park Realtors for their continued sponsorship. Santa visits are free of charge.
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- **Scavenger Hunt:** Presented by Chief Financial Credit Union, this new and exciting activity, featured on the Today Show, will come to downtown Birmingham! Participants will use their mobile devices to independently complete and compete in the scavenger hunt. Winners on each Saturday and Sunday throughout the season will receive a generous \$500 Birmingham Shopping District gift card to be used at participating retailers and restaurants downtown!
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- **Complimentary Outdoor Refreshments:** On select dates, visitors can indulge in delicious complimentary goodies at the corner of Maple and Old Woodward. Kettle corn, roasted chestnuts and hot chocolate, courtesy of Hazel, Ravines & Downtown and the Daxton Hotel, will add warmth and delight as you shop this season.
  - **The Great Decorate:** Starting November 27 – December 24, the Birmingham Shopping District will host The Great Decorate, a holiday tree decorating competition in which restaurants and retailers will partner with local artists to create spectacular holiday trees and compete to win a small business grant – all while raising awareness and funds for local foster teens. Show your support by viewing the trees at participating locations and donate online to vote for your favorite. For more information, visit [thegreatdecorate.com](http://thegreatdecorate.com).
  - **Free and Easy Parking:** Free and contactless parking options are available downtown throughout the holidays.

Please visit [AllinBirmingham.com/calendar](http://AllinBirmingham.com/calendar) for more information. All activities are in accordance with the City of Birmingham and Oakland County COVID-19 health and safety guidelines.