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FOR IMMEDIATE RELEASE

**Birmingham Offers Diners Big Incentives and So Much More during Restaurant Week
January 25 – February 7**

BIRMINGHAM, MI, January 15, 2021 – Support the restaurant community and enjoy a taste of Birmingham! Earn \$25 in Birmingham Bucks for every \$50 spent while treating yourself and your family to delicious, specialty menus during Birmingham’s popular Restaurant Week event. Birmingham restaurants are going above and beyond to provide a safe and comfortable dining experience offering many options including curbside pickup, carryout, take-home meal kits, heated outdoor dining and indoor dining when available.

Birmingham was the first city in Michigan to offer a Restaurant Week event and 16 years later its success continues. During the event, foodies from all over Metro-Detroit head downtown to indulge in unique menu items and cuisines prepared by top chefs from downtown Birmingham restaurants. New this year, diners will earn \$25 in Birmingham Bucks for every \$50 (for a maximum of \$100 in Birmingham Bucks) spent at all restaurants within the Birmingham Shopping District during Restaurant Week.

“We have such a wonderful variety of restaurants in Birmingham, from the traditional steakhouse to those offering international cuisines in a range of price points - there truly is something for everyone. Many are offering unique options including four-course and family-style menus, DIY appetizer and meal kits perfect for creating a delicious and exciting experience at home, cocktails and wine to-go and more. On top of that, the Shopping District is excited to offer the popular Birmingham Bucks promotion as a great incentive to try something new” said Erika Bassett, PR Specialist for the Birmingham Shopping District. “While you are downtown, be sure to stop and admire the festive atmosphere with nearly a million lights on display throughout the district,” said Bassett.

The Birmingham Shopping District extends a special thank you to the 2021 Birmingham Restaurant Week Presenting Sponsor – Bank of Ann Arbor, Birmingham. For promotional details and event menus, visit www.AllinBirmingham.com/RestaurantWeek. Please contact restaurants directly for dining information and reservations. Parking is free in all Birmingham structures. Be sure to follow us on Facebook @BirminghamShoppingDistrict, Instagram and Twitter: @BhamShopping and help to promote this event by sharing photos of your experience with the #birminghamrestaurantweek hashtag.

Established in 1992, the BIRMINGHAM PRINCIPAL SHOPPING DISTRICT is comprised of over 300 retailers, including many of the Metro Detroit most fashionable women and men’s clothing stores, restaurants, salons & spas, home design shops, and many other specialty boutiques. 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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