



FOR IMMEDIATE RELEASE

Contact: John Heiney, Birmingham PSD
Ph. 248-530-1200
Email. info@enjoybirmingham.com

Birmingham Introduces Brand New Shopping Event

‘All Wrapped Up’ In Birmingham Ladies Night Out – Thursday, Dec. 11 from 6 p.m. – 8 p.m.

BIRMINGHAM, MI, December 4, 2014 – Women from near and far are encouraged to tackle their holiday shopping in Birmingham during the ‘All Wrapped Up’ In Birmingham Ladies Night Out event on Thursday, December 11 from 6 p.m. – 8 p.m. Those in attendance will enjoy the following incentives:

- Start the evening off by picking up a shopping bag, which will be distributed to the first 75 people to check in at Rojo Mexican Bistro, 250 East Merrill Street. Five random shoppers will receive shopping bags with a grand prize! (See below for prize details).
- Strolling entertainment throughout the downtown shopping area.
- FREE valet parking will be offered in two locations – 1) West Maple @ Henrietta and 2) North Old Woodward @ Hamilton.
- A free carriage shuttle will be available for shoppers with various designated stops around downtown and N. Old Woodward.
- After stores close at 8 p.m., shoppers are encouraged to return to Rojo Mexican Bistro for drinks/appetizer specials and gift wrapping provided by Groves Varsity Cheerleaders.



Five random shoppers will receive the following prizes:

- Cupcake Station – One cupcake per month for one year!
- KIND Snacks - Bag filled with healthy products.
- Astrein’s Creative Jewelers - Ladies Bulova Watch
- One non-surgical Vanquish body contouring treatment courtesy of Board Certified Plastic Surgeon Dr. Ahmet Karaca of Birmingham Plastic Surgery.
- Tickets to *Kinky Boots* and *Once* at the Fisher Theatre

For more information and details about the event, visit www.enjoybirmingham.com or call (248) 530-1200.

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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.