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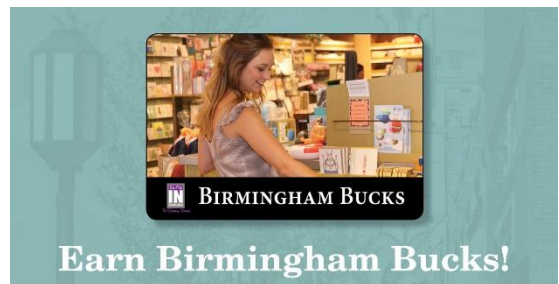
FOR IMMEDIATE RELEASE

Shopping Incentives Continue with Birmingham Bucks Promotion this August

Shop at BSD retailers, boutiques or restaurants Aug. 1 – 31 and earn up to \$100 in Birmingham Bucks

BIRMINGHAM, MI, July 29, 2020 – Shopping incentives continue in Birmingham with the announcement of the popular Birmingham Bucks promotion to be offered August 1 – August 31, 2020 or until promotion maximum has been reached (whichever comes first). Shoppers may earn \$25 in Birmingham Bucks for every \$100 spent at Birmingham Shopping District retailers, boutiques or restaurants (exclusions apply). Shoppers may earn a maximum of \$100 in Birmingham Bucks per person.

The spend-to-earn program kicked off in 2018 during the Old Woodward Reconstruction project and was extremely successful. With the second phase of construction on Maple Road more than half way complete, the promotion is intended to support businesses not only along Maple but also throughout the entire downtown area.



“In addition to hardships caused by the pandemic, businesses along Maple Road also have construction work happening just outside their doors,” said Ingrid Tighe, Executive Director of the Birmingham Shopping District. “The community loved the Birmingham Bucks promotion in 2018 and we’re excited to bring it back. Our businesses need support now more than ever.”

Forty-nine Birmingham businesses accept Birmingham Bucks; shoppers can view a list of all participating businesses at <https://bit.ly/bhambuckslocations>. Shoppers will find promotion details and the receipt submission form at www.AllinBirmingham.com/bb.

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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.