



FOR IMMEDIATE RELEASE

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Introducing Discounted Lyft Rides to Birmingham Save with Discounted Lyft Rides through Dec. 31, 2019

BIRMINGHAM, MI, November 4, 2019 – Those visiting downtown Birmingham this holiday season are encouraged to leave their cars at home and enjoy discounted Lyft rides to Birmingham.

The brand new promotion runs now through December 31, 2019, or when promotion funds are exhausted – whichever comes first. To take advantage of the promotion, Lyft users may type the following promotion 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.



“We’re excited to introduce discounted Lyft rides in Birmingham,” said Ingrid Tighe, Executive Director of the Birmingham Shopping District. “We’re making it easier than ever for shoppers and diners to visit Birmingham without having to park their vehicle.”

An individual rider may utilize a maximum of four rides during the designated daytime hours and two rides during the designated evening hours throughout the duration of this promotion. Learn more at www.AllinBirmingham.com/Lyft.

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.

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