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FOR IMMEDIATE RELEASE

Birmingham Cruise Event Returns for its 31st year in Downtown Birmingham with Sponsor Exhibits, Classic Cars and Interactive Displays for Car Enthusiasts of All Ages

BIRMINGHAM, MI, August 3, 2026 – The Birmingham Shopping District's (BSD) Birmingham Cruise Event returns to South Old Woodward Avenue in the heart of Downtown Birmingham on **Saturday, August 15, from 9 a.m. to 5 p.m.** during the Woodward Dream Cruise. Visitors can explore nearly 200 classic cars, sponsor displays and interactive exhibits from Chevrolet and more, and enjoy live broadcasts from WOMC 104.3 FM. New this year, in addition to the classic cars, a limited number of exotic cars will be featured in the event area, giving visitors an even broader range of automotive excellence to enjoy.

"There's something special about the excitement and nostalgia that fills Downtown Birmingham during the Woodward Dream Cruise. From beautifully restored classic cars to the new addition of exotic vehicles, along with great food, shopping and entertainment, the Birmingham Cruise Event offers an unforgettable experience for visitors of all ages," said BSD Executive Director Erika Bassett. "Whether you're a lifelong car enthusiast or simply looking for a fun day out with family and friends, it's a celebration of Michigan's automotive heritage and our vibrant downtown community."

Shop official cruise and Detroit merchandise from vendors. Stay cool with fresh-squeezed lemonade and Italian ice, and enjoy hot dogs and carnival-style fare from vendors located throughout the event.

Birmingham's walkable downtown is the ideal place to spend the day or even the entire weekend. The walkable, historic downtown features a wide variety of restaurants from fast, casual cafes to upscale eateries. Many local and national retailers will be open to welcome shoppers of all ages. For those seeking overnight accommodations, the Daxton Hotel, The Townsend Hotel, and the Holiday Inn Express are located in the heart of Downtown Birmingham within walking distance to the event. Visit www.downtownbirmingham.com/hotels for more information.

Convenient parking is available at all five City of Birmingham municipal parking garages, where the first two hours are always free. For garage locations visit www.downtownbirmingham.com/park.

We extend a special thank you to our Birmingham Cruise Event sponsors Chevrolet and WOMC 104.3 FM. For more information, visit www.downtownbirmingham.com/cruiseevent.

Established in 1992, the BIRMINGHAM SHOPPING DISTRICT comprises more than 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, neighboring communities and regional visitors.

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