Contact: Sheri Hunter
Birmingham Shopping District
Phone: 248-530-1200
Email: BSDinfo@bhamgov.org

FOR IMMEDIATE RELEASE

Make Spirits Bright in Downtown Birmingham This Holiday Season

BIRMINGHAM, MI, October 20, 2026 – The holiday season is coming to Downtown Birmingham, bringing twinkling lights, festive traditions, local shopping, delicious dining and plenty of reasons to gather with family and friends. From the return of Birmingham's Winter Markt and annual Holiday Tree Lighting to Santa visits, carriage rides and complimentary seasonal treats, the Birmingham Shopping District (BSD) invites the community to make Downtown Birmingham part of their holiday traditions, with **free events and activities for all to enjoy!**

Small Business Saturday and Santa Walk | November 28 | Hours Vary

Start the holiday season in Downtown Birmingham with a festive day of shopping, dining and family fun! Small Business Saturday also features the Santa Walk, presented by Crain Homes. Families can register in advance to join Santa for a cheerful stroll through downtown, with stops at local shops along the way.

The day also includes complimentary horse-drawn carriage rides in Shain Park, Santa House visits, free hot chocolate courtesy of Hazel's, and free parking in municipal garages during the event.

Santa Walk registration opens **November 1 at 8 a.m.** at downtownbirmingham.com/events.

Winter Markt and Holiday Tree Lighting | December 4 – 6 p.m. | Hours Vary

A favorite Birmingham holiday tradition returns to Shain Park! Presented by Mercedes-Benz of Bloomfield Hills**,** Birmingham Winter Markt will transform Downtown Birmingham into a festive European-inspired marketplace from **Friday, December 4, through Sunday, December 6**.

Explore more than **70 local artists and vendors** offering holiday greens and décor, children's toys and books, apparel and accessories, apothecary, jewelry and more. Enjoy European-inspired food, live performances and free holiday activities for all ages, including marshmallow roasting, horse-drawn carriage rides, visits with Santa and the Kinderhaus activity area**.**

The weekend kicks off at **6 p.m. Friday, December 4**, with Birmingham's annual **Holiday Tree Lighting**, presented by KW Domain. Join us as the holiday tree lights up Shain Park with more than **45,000 LED lights**. See all the highlights at downtownbirmingham.com/wintermarkt.

Santa House and Horse-Drawn Carriage Rides | Weekends and December 24

Keep the holiday magic going with a visit to **Santa House in Shain Park**, where families can meet Santa and enjoy complimentary horse-drawn carriage rides on select dates during the season. Santa visits are available by appointment, and walk-up.

Both Santa House visits and carriage rides are **free**. Guests who would like to give back can also make a donation to support local nonprofits at Santa House.

Appointments open **November 1**. Visit downtownbirmingham.com/events for more information.

Complimentary Treats | Saturday, November 29 and December 13 and 20 | 10 a.m. – 2 p.m.

Add a little sweetness to your holiday shopping! Stop by the BSD tent at the corner of **Maple Road and Old Woodward Avenue** for complimentary seasonal treats, available while supplies last.

- **November 28:** Hot chocolate, courtesy of Hazel's
- **December 12:** Sweet Treats, courtesy of the BSD
- **December 19:** Sweet Treats, courtesy of the BSD

For details, visit downtownbirmingham.com/events.

To be the first to receive information on holiday events and activities, subscribe to BSD e-news at downtownbirmingham.com/enews, follow us on Facebook @Birmingham Shopping District and on Instagram @bhamshopping. Visit downtownbirmingham.com for shopping, dining and service directories, an event calendar and more. As always, parking is conveniently located and free for the first two hours in all municipal garages. During the Thanksgiving weekend (November 28 – 30) parking is free in all municipal garages. For parking information, visit downtownbirmingham.com/park.

Established in 1992, the BIRMINGHAM PRINCIPAL SHOPPING DISTRICT comprises 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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