Brum's Christmas Reindeer locations

Fill in the letter you see at each reindeer to spell out the festive words!



Dasher by Jess Perrin New Street station concourse





Dancer by Marni Maurri Great Western Arcade





Prancer by Milan Topalovic Frankfurt Christmas Market. Victoria Square





Vixeh by Gayani Ariyarathe **Burlington Arcade**





Comet by Megan Evans Smith Bullring, near The Bull





Cupid by Sue Guthrie Mailbox, near BBC





Donner by Donna Newman **Grand Central**





Blitzen by Reilly Creative Primark, High Street Supporting Birmingham Children's Hospital Charity





Rudolph by Studio Glen Selfridges, Bullring





Christmas shopping

Birmingham is a shopper's paradise; from big brands to independent boutiques. At Bullring and Grand Central find Selfridges, M&S, Sephora and more, while High Street boasts the world's biggest Primark. Independent shops and salons fill pretty Piccadilly and Great Western Arcades and are dotted amongst big names in New Street and Corporation Street for endless gift ideas.

Bars, restaurants & coffee shops

From craft beer to pizza, Birmingham is home to mouth-watering bars, restaurants and coffee shops with many offering Christmas menus and promotions.

Birmingham's Frankfurt **Christmas Market**

Enioy Gluhwein to bratwurst and beer at the largest authentic German Christmas market outside Germany in Victoria Square and New Street. Ideal for unique gifts and getting in the festive spirit with live music. Mon-Thu 11am-9pm, Fri 11am-9.30pm, Sat 10am-9.30pm and Syn 10am-9pm. Until Dec 24.

Brum's Christmas Reindeer Trail proudly supports Birmingham Children's Hospital Charity

A £5 donation from you today could:

Gift a patient with a present from Santa on Christmas morning, provide festive entertainment or help a parent stay overnight in the hospital's emergency family accommodation.

Donate and help make **Christmas** magical for the hospital's sick kids.





CENTRAL BID R M I N G H A

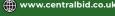
















Brym's Christmas Christmas Reihder Trail

14 November 2025 - 6 January 2026



