



Media Release

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CHILDREN WITH SPECIAL NEEDS SHARE A MAGICAL MOMENT WITH SANTA AT SALMON RUN MALL DURING SENSORY-FRIENDLY SANTA EVENT

Salmon Run Mall presents sensory-friendly photo sessions with Santa exclusively for families of children with special needs

- WHAT** Santa welcomes children of all ages and abilities! This compassionate, sensory-friendly event allows families with children with all spectrums of special needs to experience the time-honored tradition of a Santa visit, in a comforting environment prior to public hours. Accommodations are made to support the sensory, physical, and developmental needs of this special audience.
- WITH** Sensory-Friendly Santa is held in partnership with [Autism Speaks](http://www.autismspeaks.org), the world's leading autism science and advocacy organization dedicated to funding research into the cause, prevention, treatment and cure for autism, increasing awareness of autism spectrum disorders, and advocating for the needs of individuals with autism and their families.
- WHEN** Sunday, December 3rd from 9 a.m. to 11 a.m. in Bon Ton court at the Santa Set
- COST** Visits with Santa are free. Space is limited and families are encouraged to reserve a time in advance at: www.autismspeaks.org/santa2017 Keepsake Santa photo packages will be available for purchase during the event.
- WHERE** **Salmon Run Mall**
Bon Ton Court
21182 Salmon Run Mall Loop West
Watertown, NY 13601

To get the latest updates and information on this and other events at the center please visit our website, www.shopsalmonrunmall.com, like us at www.facebook.com/salmonrunmall or follow us at www.twitter.com/ShopSalmonRun

About Cherry Hill Programs

Cherry Hill Programs represents over 85 years of combined experience and leadership from two of the most respected pioneers in the experiential photo industry. They bring the magic with authentic Santas for the young and young-at-heart. Cherry Hill Programs operates in hundreds of venues across the country during the Christmas season, utilizing innovative technology. Delivering a **magical experience**. Every time. Visit www.cherryhillprograms.com.

About Salmon Run Mall

Salmon Run Mall is the premier shopping and entertainment destination for the Northern New York market, including a very strong Canadian segment. The center is anchored by Best Buy, Burlington Coat Factory, Sears, JC Penney, Dick's Sporting Goods, Gander Mountain, Bon Ton and Christmas Tree Shops and offers more than 80 retail shops, a 12-screen stadium seat theater, food court and full-service sit down restaurant. Additional information regarding Salmon Run Mall can be found at: www.shopsalmonrunmall.com

About Pyramid Management Group, LLC

Pyramid Management Group, owner of Salmon Run Mall, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 17 properties located throughout New York, Massachusetts and Virginia. Pyramid is an industry leader in combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit www.pyramidmg.com.