



Media Release

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Get Ready for Summer Fun at
Salmon Run!
First of Two Summer Fun Festivals to be held
Wednesday, August 1st



(Watertown, NY) Salmon Run Mall is the place to be for great family activities, giveaways and interactive fun this summer!

All kids are invited to venture towards Sears Court and check out the Summer Fun Festival Wednesday, August 1st from 11 a.m. to 2 p.m., after the Regal Summer Movie Express \$1 Movies.

- Meet and greet *Peppa Pig* sponsored by The Reading Room, located near Sears
- Join Christopher & Banks and The Children's Place in the Court area across from Dress Barn as they host a "Mommy and Me" fashion show
- Auntie Anne's will host "Pretzel Class" – the cost is \$5/pp which includes a pretzel, drink, Salmon Run Mall goodie bag and learn how to roll the perfect delicious pretzel! Stop by the store to register for the 11 a.m. or 4 p.m. class (space is limited)
- Regis Salons will offer free fun hair-do ideas and demonstrations for the kiddos
- Join the "Rice-Krispie Treat Dip Off" with Gertrude Hawk where kids can create their own treats with everyone's favorite snacks – cost is \$2/pp
- Payless Shoes has free shoe sizing and color coupon sheets with stickers for the kids
- There will be face painting for the kids – free of charge
- All families get great discount coupons from various merchants and all participants can register for a chance at winning a pair of movie passes from Regal Cinemas!

If interested in participating in the fashion show, contact Christopher & Banks at 315-785-1925 or The Children's Place at 315-779-8250.

All are welcome to attend the Summer Fun Festival on Wednesday, August 1st beginning at 11 a.m. For more information on this or other events at the Salmon Run Mall, visit www.shopsalmonrunmall.com or 'like' us on Facebook!

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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, Sears, JC Penney, Dick's Sporting Goods, Gander Outdoors (coming soon) 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 16 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