



Media Release

FOR IMMEDIATE RELEASE: November 22, 2021

Contact: Karla Noftsier, Marketing Director
315-788-9210, ext. 205; karlanoftsier@pyramidmg.com

SALMON RUN MALL TO HOST A FULL SCHEDULE OF EVENTS & FUNDRAISERS FOR THE HOLIDAY SEASON

(Watertown, NY) The holiday season is in full swing at Salmon Run Mall this year with plenty of fundraising and holiday events scheduled, starting Black Friday weekend.

A North Country Festival of Trees will once again kick off the holiday season in the North Country, offering an online tree auction and in-person tree viewing from Nov. 26 to Dec. 4 at the former Bon-Ton store in the Salmon Run Mall.

S'Mall Business Saturday will take place on Saturday, November 27th with over 20 local mall vendors promoting their products and services with samplings, giveaways, demos and more throughout the mall.

The **Watertown Noon Rotary Club** will host their annual Holiday Calendar Sale on November 27th and December 4th from 10am to 4pm at Salmon Run Mall. Calendars are \$10 each for a chance to win up to \$5,000 in cash prizes with an early bird drawing in December for \$1,000.

Visits and Photos with Santa will be available starting Thursday, December 2nd. **Pet Photos with Santa** are scheduled for Monday, December 6th at 7pm and Salmon Run Mall will host a special **Sensory Santa** event on Sunday, December 12th at 9am. [Click Here for Information and Reservations](#) for these events.

The New York State Nurses Association at Samaritan Medical Center will host a clothing drive and information booth on Friday, December 3rd near Dick's Sporting Goods.

The Girl Scout Holiday Bazaar will be held at the head of Food Court on Saturday, December 11th from 10am to 4pm. The Girl Scouts from Fort Drum have been working hard to bring you great holiday gifts and stocking stuffers to buy this holiday.

The Merry Christmas Pageant, by Sunburst Beauty Pageants, will be held on Sunday, December 12th at 1pm. Applications can be picked up in the Mall Office or at www.sunburstbeauty.com.

The Salvation Army Big Red Kettle is back at Salmon Run Mall for the 2021 Christmas season. Donate on your next visit to the mall in Center Court. Stay tuned for details on the **So You Think You Can Ring**

About Pyramid Management Group

Pyramid Management Group, owner of Salmon Run Mall, is one of the largest, most innovative, privately-held real estate developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of dynamic shopping, dining and entertainment destinations and expanding hospitality presence dominate the northeast with 16 properties located throughout New York and Massachusetts. For nearly 50 years, Pyramid has built its reputation on being first, fast, ahead of the curve and always what's next, leading the industry 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.

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, JC Penney, Dick's Sporting Goods, Christmas Tree Shops & That and Hobby Lobby and offers more than 70 retail shops, a 12-screen stadium seat theater and food court. Additional information regarding Salmon Run Mall can be found at www.shopsalmonrunmall.com



Event coming in December.

For more information on these events, holiday sales, mall hours and so much more, be sure to visit the “HAULIDAYS” page at shopsalmonrunmall.com. Like and tag us on Facebook and Instagram at #salmonrunmall. Happy holidays from the staff, tenants and employees at Salmon Run Mall!

About Pyramid Management Group

Pyramid Management Group, owner of Salmon Run Mall, is one of the largest, most innovative, privately-held real estate developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of dynamic shopping, dining and entertainment destinations and expanding hospitality presence dominate the northeast with 16 properties located throughout New York and Massachusetts. For nearly 50 years, Pyramid has built its reputation on being first, fast, ahead of the curve and always what's next, leading the industry 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.

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, JC Penney, Dick's Sporting Goods, Christmas Tree Shops & That and Hobby Lobby and offers more than 70 retail shops, a 12-screen stadium seat theater and food court. Additional information regarding Salmon Run Mall can be found at www.shopsalmonrunmall.com

