



Media Release

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YES WE 'CAN' FOR VETERANS:

Salmon Run Mall Teams up with TOMRA Recycling for Bottle and Can Drive Benefitting Honor Flight Syracuse and Veterans Throughout Central New York

-- Thanks to the generosity of TOMRA, each bottle or can donated will count as 6-cents for veterans! --

Watertown, NY — Salmon Run Mall is teaming up with [TOMRA](#), one of the world's most accomplished bottle and can recyclers, to launch a massive bottle and can drive beginning Saturday, April 9th benefitting [Honor Flight Syracuse](#) and the veterans it supports throughout Central New York.

Dubbed **"Yes we CAN for Veterans,"** the fundraiser aims to collect bottles and cans to support Honor Flight Syracuse and its mission to fly as many Central New York veterans as possible at no cost to Washington, DC to experience the war memorials built in their honor.

Aiding in the effort is Salmon Run Mall, which will host the big bottle and can drop-off weekend, Saturday, April 9th and Sunday, April 10th in the parking lot located across from the Olive Garden restaurant from 11:00 a.m. – 7:00 p.m. both days.

"By the simple task collecting bottles and cans and bringing them to our **'Yes we CAN for Veterans'** event on drop-off day, you will help support Honor Flight Syracuse and veterans throughout our region," said Stephen Nee, Executive Vice President, TOMRA. "We're so incredibly grateful to our employees and our customers for helping us in these efforts, which is very personal to me and an important endeavor on many levels."

"Nothing is more important than showing our deep appreciation for the service and sacrifice of the veterans we serve throughout Central New York," said Kevin Bradley, president, Honor Flight Syracuse. "We are so honored and thankful to have TOMRA and Destiny USA support our efforts in raising awareness for Honor Flight Syracuse and donations for our veterans, helping continue our mission of flying them to Washington, DC to receive the honor and recognition that they so rightfully deserve."

The best way to support the **"Yes we CAN for Veterans"** drive is to bring bottles and cans to Salmon Run Mall's parking lot across from the Olive Garden restaurant from 11:00 a.m. – 7:00 p.m. on Saturday, April 9th and Sunday, April 10th for easy access and drop off.

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



Salmon Run Mall is located at 21182 Salmon Run Mall Loop West, Watertown, NY 13601. Thanks to the generosity of TOMRA, every bottle or can collected by will result in up to 6-cents for Honor Flight Syracuse and veterans all throughout Central New York.

If you are interested in donating your bottles and cans, but can't make it to Salmon Run Mall, TOMRA will extend the collection event and accept bottle and can donations through April 16th at its Bottle and Can Retrieval Centers throughout the northern New York area, including:

- 25640 NYS Rte 37, Watertown
- 153 Coleman Ave., Watertown
- 145 Market St., Potsdam
- 301 E. Orvis St., Massena
- 776 West End, Carthage
- 39 Gouverneur St., Canton
- 998 US Rte. 11, Gouverneur
- 7 Liberty St., Adams

Online donations to Honor Flight Syracuse can also be made at: <https://honorflightsyracuse.org/>

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About: Honor Flight Network was formed in 2005 to transport veterans at no cost to Washington, DC to visit their memorials. Honor Flight's current focus is WWII and Korean War veterans, as well as those from any conflict with a terminal illness. Honor Flight Syracuse, currently led by President Kevin Bradley, conducted its inaugural mission in October 2012 for 27 veterans and since then, over 900 veterans. HFS serves ten counties in the greater Central NY area, and one of 130 Regional Hubs in the National Honor Flight Network. *Honor Flight Syracuse flies Central NY heroes to Washington, DC to visit and reflect together at their memorials.* In accordance with Honor Flight policy, priority order for each mission is given to elder WWII veterans, Korean War veterans and terminally ill veterans from any era. HFS generally flies two missions per year, one in April and one in September. HFS is continually accepting applications for our future missions. Veteran applications are prioritized in the order in which they are received, except in extraordinary circumstances.

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