



Media Release

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SPIRIT HALLOWEEN IS NOW OPEN

(Watertown, NY) Spirit Halloween, the nation's largest specialty Halloween retailer, is now open at Salmon Run Mall near the Billy Beez end of the mall.

With over 1,450 locations in strip centers and malls across North America, and celebrating nearly four decades of business, Spirit has cemented its position as the premier destination for all things Halloween. Known to many as a fun and interactive event for shoppers, Spirit stores offer complete selections of costumes and accessories for infants/toddlers, children, 'tweens, teens, and adults, along with exclusive jaw-dropping animatronics and décor you won't find anywhere else. In fact, Spirit knows how to have so much fun, it's scary!

Spirit Halloween has been offering a one-of-a-kind experience that is unmatched in the industry since 1983. Stores begin to open as early as July, marking the highly anticipated start of the Halloween season. Die-hard fans who prefer to celebrate around the clock can visit Spirit's online store available year-round.

Spirit Halloween created their philanthropic arm, Spirit of Children, starting in 2007 and has since raised over \$110 million to provide funding for art, music, aquatic and pet therapy programs as well as supporting Child Life salaries. Funding has also helped partner hospitals purchase sensory and educational items, toys used for distraction during medical procedures, and much more. 100% of every dollar donated supports the Child Life department in their 154 partner hospitals across the United States and Canada and supports Child Life departments at hospitals in local communities.

To learn more about Spirit of Children and how you can donate, [click here](#).

"It's so great to have Spirit Halloween back at Salmon Run to usher in the fall season and help families prepare for this spooktacular & fun time of year!" said Karla Noftsier, Marketing Director at Salmon Run Mall.

For more information about mall events, store hours, sales, new store openings and more, please visit our website at www.shopsalmonrunmall.com, or like and follow on Facebook and Instagram.

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, Hobby Lobby and Billy Beez, and offers more than 60 retail shops, a 12-screen stadium seat theater and food court. Additional information regarding Salmon Run Mall can be found at www.shopsalmonrunmall.com

