



## Media Release

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### **Sephora Inside JC Penney Opens New Location in Watertown**

**Get the Latest in Beauty at Sephora inside JC Penney  
on June 23rd**

(WATERTOWN, NY) – Let’s Beauty together in Watertown! Sephora, the leader in global beauty retail and JC Penney, one of America’s leading retailers, are opening a new location inside JC Penney at Salmon Run Mall on Friday, June 23<sup>rd</sup>. The first 100 clients to show up at the grand opening will dip into our stash of Sephora Inside JC Penney gift cards with mystery values worth up to \$100. Plus, Sephora is giving away 700 gift bags stuffed with fabulous samples!

“We couldn’t be more proud to open a Sephora Inside JC Penney location in Watertown and introduce the world’s best international beauty concept to a new community of loyal JC Penney customers and beauty enthusiasts,” said Christine Hardy, beauty manager. “Shoppers will enjoy having a diverse collection of popular and cutting edge brands of makeup, skincare, fragrance, bath and beauty accessory products all at their fingertips.”

The new 1,700 sf Sephora Inside JC Penney location, situated prominently in the center of the store, is a beauty paradise with close to 50 brands. Clients are encouraged to learn, play and get inspired by trying everything from lip glosses to blushes, skincare to fragrance. Product consultants with Sephora Inside JC Penney are well educated in the beauty business. Rigorously trained in Sephora educational programs focused on skincare and general beauty, they offer a completely non-biased approach when recommending products.

For more information on Sephora Inside JC Penney, contact Christina Voss, JC Penney Media Relations at 972-431-7993 or [cvoss1@jcp.com](mailto:cvoss1@jcp.com)

To get the latest updates and information on other new store openings, events and more at Salmon Run Mall, please visit our website, [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com), like us at [www.facebook.com/salmonrunmall](http://www.facebook.com/salmonrunmall) or follow us at [www.twitter.com/ShopSalmonRun](http://www.twitter.com/ShopSalmonRun)

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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 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](http://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](http://www.pyramidmg.com)

