



Media Release

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Salmon Run Mall to Host Mall-O-Ween "All Treats" Event

Join us for a Night of Fundraising and Mall Wide Trick-or-Treating

(Watertown, NY) Salmon Run Mall will host its annual Mall-O-Ween 'All Treats' event on Wednesday, October 31st and all are welcome to participate!

All children, accompanied by a parent or guardian, are invited to come dressed in their "Halloween best" and go in-mall trick-or-treating from 4:30 p.m. to 6 p.m. Mom and dad are welcome to get dressed up also! During this time, Salmon Run Mall will have Halloween bags with a color sheet and crayons available at the head of Food Court for trick-or-treaters. Starting at 4:30 p.m., participating mall merchants will hand out candy and other goodies until 6 p.m. Stores have stocked up on goodies for this year's event and can't wait to see all the little ghosts and goblins!

**** Please note, stores will not hand out candy until 4:30 p.m. ****

**All are invited to participate in Mall-oween fun and activities
from 4 p.m. to 7 p.m. throughout the mall.**

Halloween photo opportunities will be available in Center Court near JC Penney. A portion of photo proceeds will benefit the Children's Miracle Network and no appointment is necessary. Creative Imaging will offer a \$20 photo package for this event - the digital image will be emailed to you and up to five family members can be in the photo sitting.

- 'Local celebrity' Mel Busler from WWNY TV7 will be by beginning at 5 p.m. with the rest of the 7News gang chatting with friends and broadcasting 'live' from Salmon Run
- The Town of Watertown Ambulance Squad will be on-site, and will have a walk thru and goodies at their ambulance parked outside the Sears Main Mall entrance, and a table inside near Sears Court.

Each year Salmon Run Mall offers a safe, well-lit and climate controlled environment to ensure our littlest customers have a great Halloween! Have a safe and happy Halloween from the staff and merchants at Salmon Run Mall!

To get the latest updates and information on this and other events at the center please visit our website, www.shopsalmonrunmall.com, or like us at www.facebook.com/salmonrunmall.

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 the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 18 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has led the industry in combining the best elements of traditional retail with world-class dining, entertainment and hospitality, 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 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

