



Media Release

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CELEBRATE WHITE CANE DAY WITH ASSOCIATION FOR THE BLIND AND VISUALLY IMPAIRED OF NNY AT SALMON RUN MALL

(WATERTOWN, NY) – Salmon Run Mall will host White Cane Day on Saturday, October 12th, sponsored by the Association for the Blind and Visually Impaired of Northern New York.

The event will be held from 11 a.m. to 3 p.m. in the Court area near Gertrude Hawk and Spirit Halloween and will include exhibits and demonstrations to increase awareness and education about White Cane Day. There will also be free vision screenings for children and adults.

The mission of White Cane Day is to educate the world about blindness and how the blind and visually impaired can live and work independently while giving back to their communities, to celebrate the abilities and successes achieved by blind people in a sighted world, and to honor the many contributions being made by the blind and visually impaired. ABVINNY provides a comprehensive array of vision rehabilitation services for persons who are blind and visually impaired.

The White Cane Day event at Salmon Run Mall is free and open to all! For more information on this and other upcoming events at Salmon Run Mall, including store promotions, directions to the mall and more, always log on to www.shopsalmonrunmall.com.

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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 16 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, Gander Outdoors, JC Penney, Dick's Sporting Goods, and Christmas Tree Shops and offers more than 70 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

