



Media Release

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SANTA CLAUS RETURNS TO SALMON RUN MALL WITH A SAFE AND MEMORABLE EXPERIENCE FOR GUESTS

Santa Claus IS coming to town, arriving at Salmon Run Mall on November 27th!

(Watertown, NY) He's making a list and covering his face, and in addition, this year, he's taking steps to keep everyone safe... Santa Claus IS coming to town! Salmon Run Mall has taken the liberty to alter the lyrics of the famous Christmas jingle to announce Santa's return in 2020. In coordination with Cherry Hill Programs, the industry-leader in experiential holiday photography experiences, Santa is scheduled to arrive at Salmon Run Mall on Black Friday, November 27th, 2020.

There will be plenty of fun and magic, as well as a focus on the health and well-being of everyone. Guests are encouraged to plan their visit with Santa ahead of time and review the safety measures being taken based on guidance from the Centers for Disease Control & Prevention online at www.WhereIsSanta.com or at [Cherry Hill Guidelines](#)

Reservations are strongly encouraged with walk-up visits available as space allows throughout the day. Reservations can be made by [CLICKING HERE](#). Best practices will be followed: maintaining social distance, face masks required for everyone and enhanced cleaning between visits.

Santa will be available during the following dates and times at Salmon Run Mall:

- November 27th – November 29th and December 4th – December 6th
 - Friday from 11 a.m. to 8 p.m.
 - Saturday from 10 a.m. to 8 p.m.
 - Sunday from 11 a.m. to 6 p.m.
- December 11th – December 24th
 - Monday – Friday from 11 a.m. to 8 p.m.
 - Saturday from 10 a.m. to 8 p.m.
 - Sunday from 11 a.m. to 6 p.m.
 - Christmas Eve from 9 a.m. to 5 p.m.

About Pyramid Management Group, LLC:

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 14 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 65 retail shops, a 12-screen stadium seat theater and food court. Additional information regarding Salmon Run Mall can be found at www.shopsalmonrunmall.com



New this year, if you can't make it to the mall to see Santa in person, or just want to add some extra magic this holiday season, we have the perfect experience for you!

Check out Cherry Hill's new interactive digital platform that allows your children to connect with Santa throughout the season with [Holiday Magic](#).

- Live VIP Zoom video call with Santa
- Premium Holiday Traditions gift box
- My Photo with Santa
- Pet Photo with Santa
- Exclusive video story time with Santa

For more information on the upcoming holiday season or Salmon Run Mall's comprehensive safety and sanitizing measures that have been implemented to help protect shoppers, tenants and employees at Salmon Run Mall, [CLICK HERE](#).

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