



Media Release

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SANTA CLAUS IS COMING TO SALMON RUN MALL

(Watertown, NY) Santa Claus is coming to Salmon Run Mall on December 2nd! In coordination with Cherry Hill Programs, the industry leader in experiential holiday photography experiences, Santa will greet guests at his winter home in the Court Area near the Hobby Lobby end of the Mall through December 24th.

There will be plenty of fun and magic while visiting Santa, as well as a focus on the health and well-being of everyone. Reservations are strongly encouraged with walk-up visits available as space allows throughout the day. Reservations can be made by clicking [HERE](#). Guests are welcome to review the safety measures being taken based on guidance from the Centers for Disease Control & Prevention online [HERE](#).

Events with Santa return with Pet Night and the return of Santa Cares.

Pet Night: Monday, December 6th from 7pm – 8pm

Pet Parents can bring in their favorite pets (cats or dogs only, please) and have photos taken with Santa. Various photo packages will be available for purchase. Please enter and exit through the main mall entrance closest to the Santa Set, which is at the Hobby Lobby end of the Mall.

Santa Cares: Sunday, December 12th from 9am – 10am

Santa Cares is an event held specifically for children with sensory disabilities. It is held in partnership with autism Speaks. Autism Speaks is dedicated to promoting solutions for the needs of individuals with autism and their families. For more information or to make a reservation, click [HERE](#).

Santa Claus will be at Salmon Run Mall daily through Christmas Eve. At 5pm on Christmas Eve Santa will take off to prepare for his big night! Guests can find everything holiday on the mall's HAUL-IDAYS link at www.shopsalmonrunmall.com.

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, Christmas Tree Shops & That and Hobby Lobby and offers more than 70 retail shops, a 12-screen stadium seat theater and food court. Additional information regarding Salmon Run Mall can be found at www.shopsalmonrunmall.com

