



Media Release

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Regal Cinemas to Host the *My Way Matinee*



(Watertown, NY) Regal Cinemas welcomes back the sensory friendly *My Way Matinee*, giving everyone the opportunity to experience newly released, family-friendly movies with brighter lights and lower sound.

Each month, Regal Cinemas sets aside special days to host current-run movies in a safe space where guests are free to express themselves by singing, crying, dancing, walking around, talking or shouting while enjoying Hollywood's latest films!

For this month, Regal Cinemas present the movie "Dog" as the *My Way Matinee* feature. The movie will be shown on February 19th and February 22nd. Contact the theater at 315-782-2843 for show times and ticket costs.

For more information on this and other events, visit our website at shopsalmonrunmall.com, follow us on Instagram and Facebook.

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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

