



## Media Release

FOR IMMEDIATE RELEASE: July 28, 2022

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### **SALMON RUN MALL INTRODUCES “BACK TO SCHOOL SHOPPING SPREE GIVEAWAY” PHOTO PROMOTION WITH A CHANCE TO WIN \$500**

WATERTOWN, NY - Let the back-to-school shopping season begin! The next time you are visiting Salmon Run Mall, be sure to enter for your chance to win \$500\* from the “Back-to-School Shopping Spree Giveaway” promotion, now through September 5<sup>th</sup>. Simply scan the unique QR Code on the digital directories and upload a photo or video of your back-to-school shopping experience to enter for your chance to win! Or, snap and share a photo or video on Instagram using #BTSSalmonRun or #salmonrunmall

#### **How to Enter**

- Look for the unique “Back-to-School Shopping Spree” QR Code prominently displayed on the digital directories throughout the mall. Scan the QR code with a mobile device, upload a photo or video of your back-to-school shopping experience at Salmon Run Mall and complete the online entry form.

#### **Social Media**

- Guests can also enter to win by posting photos or videos of their back-to-school shopping experiences at Salmon Run on Instagram by using the official hashtag #BTSSalmonRun, as well as tagging and following #salmonrunmall.

#### **Promotional Period**

- August 1<sup>st</sup> – September 5<sup>th</sup>, 2022

Check in often at [shopsalmonrunmall.com](http://shopsalmonrunmall.com) for back to school sales, deals and events throughout the month of August!

#### **\*Official Terms and Conditions**

- No purchase necessary. One random grand prize winner will be selected from all eligible entries received across Pyramid shopping centers on or before September 30, 2022. Must be 18 or older to be eligible. Visit [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com) for full details. The sweepstakes is subject to all applicable laws and regulations and is void where prohibited by law. All rights reserved.

For more information on this and other store openings, events, and more, visit our website at [shopsalmonrunmall.com](http://shopsalmonrunmall.com), follow us on Instagram or like us on Facebook.

#### **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](http://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](http://www.shopsalmonrunmall.com)

