



Media Release

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It's a Weekend of Malloween Fun at Salmon Run!

No tricks and all treats this weekend!

(Watertown, NY) Looking for some Halloween fun this weekend? Stop by Salmon Run and join in on not only some great fall savings at your favorite stores, but take part in some of these great events!

- Visit Zero Latency VR in Center Court in costume all weekend long **Friday, October 28th – Monday, October 31st** and get 10% off your virtual reality experience and enter the costume contest for other prizes!
- Join in on the “Witches Dance” with the Magick Apothecary this **Saturday, October 29th** at 1 p.m. It’s a fun, easy to learn dance for the whole family! You can learn the steps [online here](#).
- The Sunburst Spooktacular Pageant will be held this **Sunday, October 30th** at 1 p.m. at the head of Food Court. Boys up to age 9 and girls and women up to age 27 can enter one or more categories. Crowns and tiaras are handed out to all, with other prizes for other categories. Sign up on the day of the event or register at [Sunburst Beauty](#).

To end the Malloween weekend, Salmon Run Mall merchants will host Mall Wide Trick or Treat on **Monday, October 31st** from 4 p.m. to 6 p.m. Mel Busler from WWNY TV7 will be in during this time talking with kids and families, and the NYS Nurses Association will be in Center Court with activities and treats! Salmon Run Mall Halloween bags will be available for trick or treaters, while supplies last.

All kids ages 12 and under, along with a parent or guardian, are invited to dress up in your “Halloween best” and participate in mall wide trick or treat from 4 p.m. to 6 p.m. The following stores will be handing out candy during this time:

- American Eagle
- Auntie Anne’s
- Bath & Body Works
- Cell Repair
- Cricket Wireless
- Escape the Mystery Room
- Famous Footwear
- Hot Topic
- JC Penney
- Jimmy Jazz
- JuJu 66 Smoothies
- Kiss My Axe
- Rainbow Zen
- Sneaker Ace
- The Children's Place
- The Magick Apothecary
- The Paisley Lily
- The Shoe Dept.
- Torrid
- Zero Latency VR
- 315 Artisan Market

For more information on this and other upcoming events, visit www.shopsalmonrunmall.com, and be sure to follow us on Instagram and Facebook!

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

