



Media Release

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IT'S BAAAAACK!

SALMON RUN MALL TO HOST HALLOWEEN AFTER A TWO-YEAR HIATUS

(Watertown, NY) After a two-year hiatus, Salmon Run Mall is thrilled to announce "Malloween" is back on Monday, October 31st! The event will include activities sponsored by various nonprofit organizations, games, and mall wide trick or treat.

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. Various stores throughout the mall, along with the nonprofit organizations, will be handing out candy and goodies during this time.

From 3 p.m. to 7 p.m. there will be activities, games and information available on various nonprofit organizations in Center Court. Local 'celebrity' sportscaster, Mel Busler, from WWNY TV7 will stop by with the TV7 news crew and broadcast the 6 p.m. sportscast live from the event.

From 4 p.m. to 6 p.m., our littlest trick or treaters can mall wide trick or treat. Guests can come in any time during that time frame to gather goodies from participating stores. Be sure to grab your free Halloween bag and listing of events at the head of Food Court upon arrival (while supplies last).

This event is free and open to the public. If your nonprofit is interested in participating, contact the Mall Office at 315-788-9210.

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

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

