



Media Release

FOR IMMEDIATE RELEASE: March 13, 2023

Contact: Karla Noftsier, Marketing Director; 315-788-9210
karlanoftsier@pyramidmg.com

The Easter Bunny is Hopping to Salmon Run Mall...

Watertown, NY — Spring is on it's way, and Salmon Run Mall is gearing up to kick off the season with Visits and Photos from the Easter Bunny once again this year!

Cherry Hill Programs, the industry leader in holiday and experiential photography, is excited to bring the Bunny Magic to kickoff Spring 2023. With a short and sweet season, Bunny arrives at Salmon Run Mall on Friday, March 24th. Reservations are now open so [reserve your time slot HERE](#) or visit www.whereisbunny.com

Perfect from beginning to end, each Bunny Magic photo experience is a moment to remember. Using its industry-leading reservation platform at whereisbunny.com, finding a Bunny Magic photo experience date and time at Salmon Run Mall is quick and easy.

Visits and photos with the Bunny are available as follows:

March 24 – 25: 11 a.m. to 7 p.m.

March 26: 11 a.m. to 6 p.m.

March 27 – 30: 2 p.m. to 7 p.m.

March 31 – April 1: 11 a.m. to 7 p.m.

April 2: 11 a.m. to 6 p.m.

April 3 – 6: 2 p.m. to 7 p.m.

April 7 – 8: 10 a.m. to 8 p.m.

Special Bunny events will be held:

Bunny Cares: Sunday, March 26 from 9:30 a.m. to 10:30 a.m.

Pet Photos Night with Bunny: Monday, March 27 from 5 p.m. to 7 p.m.

Reservations are encouraged through the above link. Walk-up visits are available as space permits. Additional photo prints are available at checkout with the purchase of a photo package. Personalized merchandise is available online at myholidaymoments.com.

Salmon Run Mall will be closed Easter Sunday, April 9 in observance of the Easter holiday.

For more information on this and other events, hours, new store openings and more, follow us on Instagram, Facebook and be sure to log on to 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

