



## Media Release

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### Charlotte Russe Opening Sooner Than Anticipated at Salmon Run Mall

(Watertown) – As the season begins to change, Salmon Run Mall will see some changes to their tenant lineup. Salmon Run Mall welcomes back *Charlotte Russe*, which will re-open at Salmon Run Mall about a month earlier than expected. The 7,000 sf store will re-open in early October across from DSW. *Charlotte Russe* is a fashion brand for young women, offering affordable on-trend apparel, shoes and accessories for all sizes, with a fun and engaging shopping experience.



A Halloween favorite, *Spirit Halloween*, returns to Salmon Run Mall this Wednesday, September 4<sup>th</sup> and will be located in the front portion of the former Bon Ton space. The 10,000 sf store will be accessible from inside the mall only. *Spirit Halloween* specialty retail stores are the most comprehensive one-stop destination for everything shoppers can imagine for Halloween. Through the vast merchandise assortment and memorable visual presentation, Spirit stores provide a truly impressive, unique and unforgettable shopping experience.

*Customize America* opened this week, next to ProSpa Nails, near the Food Court/Best Buy entrance. *Customize America* specializes in personalized gifts and apparel. Featuring both laser and etched engraving, embroidery, direct-to-garment printing and sublimation, they can personalize almost any item you bring in! Items are available to purchase in store, or bring in your own items to be customized.



Stay tuned for more store announcements coming soon! For more information on this and other upcoming events at Salmon Run Mall, including store promotions, directions to the mall and more, always log on to [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com).

#### **About Pyramid Management Group, LLC:**

Pyramid Management Group, owner of Salmon Run Mall, is one of the largest, most innovative, privately held shopping center developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 16 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has led the industry in combining the best elements of traditional retail with world-class dining, entertainment and hospitality, 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, Gander Outdoors, JC Penney, Dick's Sporting Goods, and Christmas Tree Shops and offers more than 70 retail shops, a 12-screen stadium seat theater, food court and full-service sit down restaurant. Additional information regarding Salmon Run Mall can be found at [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com)

