



Media Release

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CHARLOTTE RUSSE OPENS AT SALMON RUN MALL

Affordable, On-Trend Fashion Retailer Opens in Former Location

WATERTOWN, NY– Charlotte Russe opened their doors on Wednesday, October 2nd at Salmon Run Mall. The on-trend fashion brand has returned to their former location, across from DSW Designer Shoe Warehouse.

The Salmon Run Mall is one of 100 locations that have re-opened across the U.S. this year. “We are excited to welcome Charlotte Russe back to the shopping center,” stated Marketing Director, Karla Woods. She continued, “Their re-opening highlights Salmon Run’s prominence in the retail industry and how the center continues to evolve and add to the diverse selection of tenants.”

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.

For more information on this, and other events, promotions and more, log on to www.shopsalmonrunmall.com anytime.

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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



About Pyramid Management Group, LLC

Pyramid Management Group, owner of Destiny USA, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid’s portfolio of retail-based, tourist, and entertainment destinations dominate the northeast, with 19 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has lead the industry by 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.

About Charlotte Russe

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 wherever and whenever she wants. For more information, please visit <http://www.CharlotteRusse.com> and on Instagram @CharlotteRusse.

About YM Inc.

At YM Inc., we love fashion and believe that everyone should have access to clothing they love to wear. We make it our mission to not only provide the latest styles and trends, but to make them attainable and affordable. Our obsession for fashion shows in everything we do. Across all our brands, we provide value for today’s trends for kids, teens and adults. By developing the best shopping experiences and offering the best retail brands and prices, we are well positioned to continue our success, now and in the future. To find out more, please visit www.ym-inc.com.