



Media Release

FOR IMMEDIATE RELEASE: November 2, 2020

Contact: Karla Woods, Marketing Director
315-788-9210, ext. 205; karlawoods@pyramidmg.com

Salmon Run Mall Announces Holiday Hours

Salmon Run Mall shares new 2020 holiday hours, welcomes new shopping trends, and supports the gift of family time

(Watertown, NY). The 2020 holiday season is already shaping up to be a year like no other, which is why Salmon Run Mall is announcing new hours and initiatives to make this holiday season safe, magical and memorable for everyone.

Earlier this year, retail marketing experts accurately predicted that retailers would encourage consumers to start their holiday shopping earlier by extending exclusive deals throughout the season in lieu of the traditional high-trafficked Thanksgiving/Black Friday kickoff. Salmon Run Mall's Marketing Director, Karla Woods, said many of Salmon Run Mall's tenants are following the trend.

"We are seeing the early deals and shoppers and are encouraged by many of our tenants' plans to break up the traditional, one-day-only, Black Friday rush," said Woods. "The spreading-out of sales and deep discounts throughout the entire holiday season should help minimize lines and crowds. The deals to be had will be bigger than ever and available earlier than ever."

In addition, Woods announced that for the first time, Salmon Run Mall will join fellow industry leaders by closing on Thanksgiving Day. [CLICK HERE](#) for a complete listing of Salmon Run Mall's holiday hours.

Salmon Run Mall has been a leader in taking concrete steps to ensure the safety of guests and employees by following guidelines issued by the Centers for Disease Control (CDC), New York State and Jefferson County. Masks and social distancing will continue to be required to enter the property and guests are encouraged to follow the center's [Healthy Shopper Guidelines](#).

Santa *IS* also coming to town this holiday season with a scheduled return to Salmon Run Mall in late November along with new safety protocols. Additional details will be shared in the upcoming weeks.

For more information on the upcoming holiday season or Salmon Run Mall's comprehensive safety and sanitizing measures that have been implemented to help protect shoppers, tenants and employees at Salmon Run Mall, [CLICK HERE](#).

About Pyramid Management Group, LLC:

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 14 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 65 retail shops, a 12-screen stadium seat theater and food court. Additional information regarding Salmon Run Mall can be found at www.shopsalmonrunmall.com

