



Media Release

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Salmon Run Mall Announces Holiday Hours

-- November is the New December; Shoppers Encouraged to Shop Early and In Person at Salmon Run Mall to Guarantee a Successful Holiday Shopping Season --

Watertown, NY – The 2021 holiday season is already shaping up to be a year like no other, which is why Salmon Run Mall is announcing special hours and initiatives to make this holiday season safe, magical and memorable for everyone.

Simply put — **don't wait to shop!** And do your holiday shopping in person to guarantee you'll find something for everyone on your list in time for the holiday season. Retail experts cite significant expected issues with online shopping this year, including an unprecedented shipping backlog and unavailability of online product, encouraging consumers to start their holiday shopping **earlier in the season** and **in person** to guarantee a successful holiday shopping outcome. Salmon Run Mall's Marketing Director, Karla Noftsier, says many of the mall's tenants are following the trend.

"November is the new December," said Noftsier. "Given the expected challenges with online shopping this year, we cannot stress enough how important it is for holiday shoppers to begin their shopping earlier than ever and in person. Our tenants are stepping up with stocked shelves, additional seasonal employees and earlier deals and discounts to help ensure our shoppers have a successful holiday shopping season."

Salmon Run Mall will be closed on Thanksgiving Day, however Regal and Planet Fitness will be open. A complete listing of Salmon Run Mall's holiday hours can be found [HERE](#)

Santa is also coming to town this holiday season with a scheduled return to Salmon Run Mall December 2nd. 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, [click here](#).

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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

