



Media Release

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The Salvation Army Watertown Kicks off 2021 Red Kettle Season at Salmon Run

The Salvation Army red kettles return for another season in Watertown.

Watertown, New York – The Salvation Army Watertown brings the red kettles back to Salmon Run Mall for the 2021 Christmas season. The Salvation Army and Salmon Run Mall have partnered at Christmas time for 53 years and this year there will be a giant kettle to give to.

Last year kettles raised \$6,500 at Salmon Run Mall. “The money raised from the kettles stays right in Watertown,” said Captain Elizabeth Nicoll, commanding officer of The Salvation Army Watertown. “With the lasting effects of COVID-19, we are working to raise even more this year to meet the increased need for our services in Watertown.”

Local businesses and community groups will, once again, compete against each other in ‘So You Think You Can Ring?’, a fun challenge to help raise money for the Watertown area.

The red kettles also accept digital payments like Apple Pay, Google Pay, Venmo, and PayPal. Simply tap your smartphone against the sign or scan the QR code at the kettle to donate digitally.

The red kettles will arrive to Salmon Run Mall on Thursday, November 11th and remain in place until December 31st.

Every donation provides help and hope to those in need, and all gifts stay within the Watertown the community. Visit empire.salvationarmy.org to donate or learn more about how you can help The Salvation Army rescue Christmas this year.

About The Salvation Army

The Salvation Army annually helps more than 23 million Americans overcome poverty, addiction and economic hardships through a range of social services. By providing food for the hungry, emergency relief for disaster survivors, rehabilitation for those suffering from drug and alcohol abuse, and clothing and shelter for people in need, The Salvation Army is doing the most good at 7,600 centers of operation around the country. In the first-ever listing of “America’s Favorite Charities” by The Chronicle of Philanthropy, The Salvation Army ranked as the country’s largest privately funded, direct-service nonprofit. For more information, visit SalvationArmyUSA.org. Follow us on Twitter @SalvationArmyUS and #DoingTheMostGood.

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

