



Media Release

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Salmon Run Mall Welcomes Back Ready, Set, Fun Event Sponsored by WPBS-TV

Watertown, NY — After a two-year hiatus due to the pandemic, WPBS-TV is thrilled to announce the return of *Ready, Set, Fun* to Salmon Run Mall!

This celebration of learning event will be held on Saturday, May 14th from 10 a.m. to 2 p.m. The literacy fair includes PBS Characters, a gently-used book swap where every child can obtain a free book, screening of episodes of PBS Kids programs “Donkey Hodie” and “Nature Cat”, presentation of winner of the annual WPBS Writer’s Contest and much more. As always, admission is free.

Over 30 community partners will exhibit in the fair to highlight the services they provide to families in our community, including North Country Library System, Community Action Planning Council Head Start, YMCA-SACC and many more!

Mark Prasuhn, President and General Manager of WPBS-TV said that “knowing how much this long established annual event means to children and families in our area, we are very excited to be bringing it back for the first time since 2019. Encouraging and inspiring creative imagination and literacy in children is one of our greatest priorities, and we look forward to welcoming our friends to Ready, Set, Fun.”

For more information on upcoming events, new store openings and more, follow us on Instagram, Facebook and TikTok, and be sure to log on to www.shopsalmonrunmall.com.

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

