



Media Release

FOR IMMEDIATE RELEASE: August 31, 2022

Contact: Karla Noftsier, Marketing Director
karlanoftsier@pyramidmg.com



Celebrate National Cinema Day with Regal Theater and \$3 Movies!

Watertown, NY - In partnership with the Cinema Foundation, Regal is proud to announce the inaugural National Cinema Day will take place on Saturday, September 3 at all Regal theatres, including Regal Stadium Seat 12 at Salmon Run Mall. The one-day only event will feature all movie tickets for only \$3, including all premium format screens.

National Cinema Day celebrates a summer of blockbuster movie going, inviting guests of all ages to enjoy a day at the movies at Regal. Along with special sneak peeks and exclusive previews, all movies are only \$3.

"This day is for movie lovers across the US, celebrating how movies are meant to be seen, on the big screen," stated Ken Thewes, Regal's Chief Marketing Officer. "We are excited to be a part of National Cinema Day, offering our moviegoers the opportunity to see the latest blockbusters at Regal, no matter the format, for only \$3!"

For additional details, please visit [National Cinema Day](#). To purchase tickets to this exclusive event, please visit the Regal mobile app or regmovies.com.

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

