



Media Release

FOR IMMEDIATE RELEASE: September 21, 2022

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Ashcroft & Oak Jewelers Announces Debut at Salmon Run Mall

Opening November 2022

WATERTOWN, NY - Rogers Enterprises is thrilled to announce the intent to open its newest location in Salmon Run Mall in Watertown, NY. Rogers Enterprises operates under two banners: Rogers & Hollands Jewelers and Ashcroft & Oak Jewelers.

The new Salmon Run store will open under the Ashcroft & Oak banner, which currently operates a successful store in Buffalo as well as stores in Kentucky, Louisville, Kentucky, Tennessee, Ohio, Indiana, and Pennsylvania. Currently scheduled to open November 15, 2022, Ashcroft & Oak Jewelers will open their showroom in time for Holiday!

Rogers Enterprises has been successful in growing the company in a tough retail climate by offering high quality fine jewelry at affordable prices with exceptional guest service. With highly trained staff both in store and online, a guest can be confident in their purchase and pleased with the value and service.

"We are excited to expand our brand in a growing market. Watertown is a great community and having the opportunity to grow with a fantastic retail location in Salmon Run is an honor and a privilege for us," said Jennifer Rosser, Director of Marketing.

Rogers Enterprises is celebrating its 112th year as the largest family-owned jeweler in the country, operating more than 70 store locations in 12 states under the banners of Rogers & Hollands Jewelers and Ashcroft & Oak Jewelers.

For a complete list of events, new store openings, store promotions and more, visit www.shopsalmonrunmall.com, or follow us on Facebook and Instagram.

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 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