



Media Release

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BACK TO SCHOOL COOL EVENT: A FUN-FILLED EXTRAVAGANZA FOR KIDS TO BE HELD AFTER THE REGAL SUMMER MOVIE EXPRESS

Watertown, NY — As the summer season winds down and the back-to-school excitement ramps up, families are invited to join us for a spectacular "Back to School Cool" event on August 29th from noon to 2pm. Hosted after the Regal Summer Movie Express, this event promises to be a memorable afternoon filled with entertainment, activities, and giveaways for kids of all ages. The event will take place near Billy Beez.

The "Back to School Cool" event is designed to celebrate the end of summer and the start of the school year with a bang. Families are encouraged to bring their children to enjoy a range of engaging activities and information from:

- Children's Home of Jefferson County
- Jefferson County Public Health
- St. Lawrence County Health Initiative
- Victims Assistance Center
- Planned Parenthood of NNY
- Cornell Cooperative Extension 4H Afterschool Program
- North Country Library Systems

Don't forget the final Regal Summer Movie Express \$2 Movie showings for the rest of the summer are as follows:

August 29/30	Trolls World Tour Despicable Me
September 4/5	Despicable Me 3 Spirit Untamed

For more information about mall events, store hours, sales, new store openings and more, please visit our website at www.shopsalmonrunmall.com, or like and follow on Facebook and Instagram.

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, Hobby Lobby and Billy Beez, and offers more than 60 retail shops, a 12-screen stadium seat theater and food court. Additional information regarding Salmon Run Mall can be found at www.shopsalmonrunmall.com

