



## Media Release

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**Contact:** Karla Noftsier, Marketing Director  
315-788-9210, ext. 205; [karlanoftsier@pyramidmg.com](mailto:karlanoftsier@pyramidmg.com)

### **HOLIDAY MAGIC LIVE RETURNS WITH SPRING MAGIC FOR FAMILIES AND FRIENDS AT SALMON RUN MALL'S BUNNY PHOTO EXPERIENCES THIS SPRING**

**(Watertown, NY)** – Get ready for an egg-cellent Easter season! Holiday Magic LIVE is back at Salmon Run Mall, bringing Bunny Magic and joyful memories to families and friends in 2025. With Easter landing on Sunday, April 20<sup>th</sup>, there is plenty of time to hop into the fun with exciting, themed Bunny photo experiences, starting in early April.

#### **Visits and Photos with the Easter Bunny will be available:**

Friday, April 4<sup>th</sup> – Saturday, April 19<sup>th</sup>

Excited to welcome the Bunny back, Salmon Run Mall will host some special Bunny events during this time.

Bunny Cares, a Sensory Bunny event, is planned in partnership with Cherry Hill Programs and Autism Speaks, a long-standing Magic of Giving charity partner of Cherry Hill. Salmon Run Mall provides a sensory-friendly photo experience for the community on Sunday, April 6<sup>th</sup> from 10 a.m. to 11 a.m. Guests can celebrate Bunny Magic in a sensitive environment and capture memories that last a lifetime.

Attention all cat- and dog-parents! Pet lovers can bring in their furry friends for a special Bunny visit Mondays during the Bunny season. Pet Photos with Bunny will be offered Monday, April 7<sup>th</sup> and Monday, April 14<sup>th</sup> from 5 p.m. to 7 p.m. All cat and dogs must be on a leash or in a pet carrier when visiting the Bunny set. All guests for this event are asked to enter via the main mall entrance located next to Hobby Lobby.

It's easier than ever to reserve your time slot for visits and photos, as well as Bunny Cares and Pet Photos with Bunny. Just go to [Where Is Bunny - Salmon Run Mall](#) . For more information on this and other events, sales, promotions and more, contact the Marketing Department at Salmon Run Mall at 315-788-9210 or visit [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com).

#### **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 dominate the northeast with 9 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](http://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, JC Penney, 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](http://www.shopsalmonrunmall.com)

