



## Media Release

FOR IMMEDIATE RELEASE: March 20, 2026

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

### **CHERRY HILL PROGRAMS, SALMON RUN MALL, AND AUTISM SPEAKS Present Sensory-Friendly Events to Capture Magic and Celebrate Easter 2026**

**(Watertown, NY)** Easter arrives on Sunday, April 5, 2026, and families are invited to celebrate in a calm, welcoming environment during a Bunny Cares sensory-friendly Bunny visit at Salmon Run Mall. This spring, Cherry Hill Programs, in partnership with Autism Speaks, will host a Bunny Cares event designed specifically for guests with autism and other sensory sensitivities.

#### BUNNY CARES

Sunday, March 22<sup>nd</sup> beginning at 10 a.m.  
Bunny Set at the Billy Beez end of the Mall

Bunny Cares events are carefully designed with sensory needs in mind. Adjustments include reduced crowds, softer lighting, and lowered or eliminated background music. Families can reserve timed sessions online to minimize wait times, and both Bunny and on-site staff receive specialized training to ensure a patient, supportive experience for every guest.

One parent shared, "Having a sensory-friendly Bunny visit makes such a difference for our family. My child was able to meet Bunny without feeling overwhelmed, and that moment meant everything to us."

"We're proud to partner with Cherry Hill Programs to bring Bunny Cares to Salmon Run Mall," said Karla Noftsier, Marketing Director. "This event reflects our commitment to creating inclusive experiences and ensuring every family feels welcome during the Easter season."

Guests of all abilities are encouraged to attend. While Bunny Cares visits are free to experience, professional photo packages will be available for purchase. Families can learn more and reserve a sensory-friendly Bunny Cares time slot at [whereisbunny.com](http://whereisbunny.com) or directly through [the Bunny Cares Link](#)

Visits and photos with the Bunny are available through Saturday, April 4<sup>th</sup>. For Bunny hours, photo registration and more Bunny events, visit [www.whereisbunny.com](http://www.whereisbunny.com). In observance of the Easter holiday, Salmon Run Mall will be closed on Sunday, April 5<sup>th</sup>. Regal and Planet Fitness will have limited hours. For more information on mall events, sales, employment and more, 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)

