Media Release

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SANTA IS BACK! MAKE MAGICAL MEMORIES THIS HOLIDAY SEASON AT SALMON RUN MALL

SALMON RUN MALL PARTNERS WITH CHERRY HILL PROGRAMS TO BRING THE SEASON'S MOST CHERISHED TRADITION TO FAMILIES

Watertown, NY - Santa Claus is coming to Salmon Run Mall—and everyone is invited! Starting **Friday, December 4th,** families can step into a winter wonderland and create picture-perfect holiday memories during their free visit with Santa, brought to the community through a special partnership with **Cherry Hill Programs (CHP)**, North America's leader in holiday photography experiences.

Visits and Photos with Santa will be held on:

Friday, December 4th	2 p.m. to 7 p.m.
Saturday, December 5th	11 a.m. to 7 p.m.
Sunday, December 6th	11 a.m. to 6 p.m.
Monday, December 7th – Friday, December 11th	2 p.m. to 7 p.m.
Saturday, December 12th	9 a.m. to 9 p.m.
Sunday, December 13th	10 a.m. to 7 p.m.
Monday, December 14th – Friday, December 18th	11 a.m. to 7 p.m.
Saturday, December 19th	9 a.m. to 9 p.m.
Sunday, December 20th	10 a.m. to 7 p.m.
Monday, December 21st – Wednesday, December 23rd	10 a.m. to 8 p.m.
Thursday, December 24th	10 a.m. to 5 p.m.

"There's something truly special about seeing the joy on children's faces when they meet Santa," said Karla Noftsier, Marketing Director at Salmon Run Mall. "We're honored to host this beloved tradition once again and help families celebrate the magic of the season."

Santa visits are always free, and guests may purchase photo packages to take home keepsake images of their holiday moment. To help ensure your spot, reservations are recommended and can be made at whereissanta.com. Walk-up visits are welcome as availability allows.

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

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

"Year after year, Santa Magic brings families together in the most heartwarming way," said Liz Scoropanos, Senior Vice President of Retail & Souvenir Operations at Cherry Hill Programs. "This is more than just a photo—it's about capturing joy, wonder, and togetherness. We're proud to work with Salmon Run Mall to bring that spirit to life for your community."

In addition, each reservation booked in advance at whereissanta.com will receive a free personalized message from Santa, compliments of Portable North Pole, and 10 free Holiday Cards from Shutterfly along with 50% off their entire Shutterfly order.

New for 2026, the top packages include complimentary access to Pixie Post, a digital greeting card platform that makes it easy to send digital holiday wishes to friends and families. Pixie Post offers more than 1,000 designs, and cards can be sent via email or SMS.

For more information on this and other events, visit us at www.shopsalmonrunmall.com or LIKE and FOLLOW us on Facebook and Instagram.

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