



Media Release

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Salmon Run Mall is pleased to announce the Grand Opening of Three New Stores

Torrid, Jimmy Jazz and Daily Fixx Coffee opening this week

(WATERTOWN, NY) – The construction dust has settled and Salmon Run Mall is pleased to announce the opening of three new stores on Tuesday, May 2nd.

TORRID

Torrid, located next to American Eagle, carries a collection of trendy, plus size clothing for women, including the latest apparel, plus size lingerie and accessories. Torrid is inspired by design to fit young, stylish women who wear sizes 10 to 30. From party-ready cocktail dresses and curvy maxi dresses to shirts and jeans outfits, Torrid is the place to find the large selection of hot, hip and trendy plus size fashion styles.

Join Torrid on Saturday, May 6th for their Grand Open celebration. The 1st fifty customers will receive a randomly-loaded gift card and one lucky customer will receive a \$200 Torrid shopping spree. There will be a DJ from 1 p.m. to 6 p.m., and when customers become an “Insider” to the Torrid loyalty program, spend \$75 or more and get a free tote.



Jimmy Jazz, located across from Zales, features premier lifestyle, streetwear and footwear brands. Fashions for men, women and kids include Nike, Jordan, Adidas, Polo Footwear, Levi’s and Decibel, just to name a few. **Join Jimmy Jazz on Saturday, May 6th for their Grand Open celebration.** The event starts as the store opens at 9:30 a.m. and will feature a chance for customers to purchase some sought after sneaker styles, a live DJ and free giveaways via raffle. Customers will also receive a 25% off voucher to use that day on all clothing purchases that day.

Daily Fixx Coffee has “the cup that keeps you movin’” and they open in the Food Court on Tuesday, May 2nd. Daily Fixx will have fresh brewed specialty coffees daily, as well as smoothies, frappes and espresso drinks. They will also serve fresh pastries daily, as well as English muffins, bagels and more!



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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 Coat Factory, Sears, JC Penney, Dick’s Sporting Goods, Gander Mountain, Bon Ton and Christmas Tree Shops and offers more than 80 retail shops, a 12-screen stadium seat theater, food court and full-service sit down restaurant. . Additional information regarding Salmon Run Mall can be found at: 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 shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid’s portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 17 properties located throughout New York, Massachusetts and Virginia. Pyramid is an industry leader 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

