



Media Release

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Get Hoppin'!

The Bunny is Coming Soon to Salmon Run Mall!

Bunny arrives Saturday, March 17th at 11 a.m. in Bon Ton Court

(Watertown, NY) - He's good at inspiring smiles and great at capturing memories. The warm and fuzzy Easter Bunny will hop into Bon Ton Court at Salmon Run Mall on Friday, March 17th at 11 a.m. to celebrate spring's most beloved and time-honored tradition.

For two weeks only, families can visit Salmon Run Mall's magical Bunny Photo Experience:

- Monday through Saturday 11 a.m. to 8 p.m.
- Sunday 11 a.m. to 6 p.m.

Visits are always free and photo packages will be available. All kids visiting the Easter set will receive an Easter coloring sheet, coupons and crayons, courtesy of Auntie Anne's Pretzels.



Caring Bunny will be held at Salmon Run Mall, welcoming children of all abilities and spectrums of special needs to a photo environment supportive of their sensory, physical and developmental needs.

- Sunday, March 18th from 9 a.m. to 10:30 a.m.



The nationally recognized Bunny Cares event will take place at the Bunny Photo Experience in Bon Ton Court, in partnership with Autism Speaks and Cherry Hill Programs. For this event, the Bunny Set will open prior to public hours to create a calmer atmosphere by dimming lights, muting music, etc. Families can enjoy fun activities while anticipating their private visit, instead of waiting in lines that may make some children anxious. Families are encouraged to register in advance for the *Caring Bunny* event by logging on to www.AutismSpeaks.org/Bunny2018

Guests will not have to worry about leaving their dogs or cats out of the photos this year! All guests wishing to participate in *Pet Photos with the Bunny* MUST enter the mall through the Main Mall Entrance

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



by Lee Nails, closest to Sears. There is one designated evening this season where pets are allowed at the Bunny set.

- Sunday, March 25th from 6 p.m. to 8 p.m. in Bon Ton Court

In observance of the Easter holiday, Salmon Run Mall will not be open for business on Sunday, April 1st, 2018. Regal Stadium 12 will be open regular hours. The mall will re-open Monday, April 2nd at 10 a.m.

For more information on this and many more upcoming events hosted by Salmon Run Mall, log on to www.shopsalmonrunmall.com.

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