



## Media Release

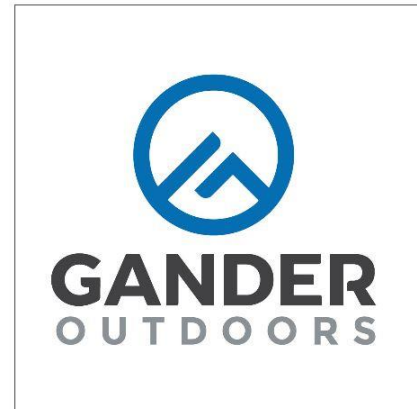
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### Salmon Run Mall Announces the Grand Opening of Gander Outdoors

Grand Open festivities set for Saturday, August 18th

(WATERTOWN, NY) – Salmon Run Mall is pleased to announce the grand opening of Gander Outdoors this Saturday, August 18<sup>th</sup> beginning with a ribbon cutting at 9 a.m. Gander Outdoors is a new anchor store located between Best Buy and Christmas Tree Shops & That, off the Food Court.



After the ribbon cutting, grand opening festivities for the day include a chance for customers to win one of five \$100 Gander Outdoors gift cards, kids' activities including lure painting and making their own duck call and there will be free refreshments and members of the Boy Scouts will be cooking hot dogs throughout the day. Everyone is invited to take part in the grand opening of Gander Outdoors!

Gander Outdoors is a leading outdoor retailer that operates in local communities and online to serve all their customers, no matter where they live. Gander provides outdoor enthusiasts with regionally and seasonally relevant products priced competitively to fit their family's outdoor needs. Gander Outdoors is proud to be a part of the Camping World family of brands with other reputable organizations like Good Sam and Overton's.

To get the latest updates and information on this and other events at Salmon Run Mall, please visit our website, [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com), like us at [www.facebook.com/salmonrunmall](https://www.facebook.com/salmonrunmall) or follow us at [www.twitter.com/ShopSalmonRun](https://www.twitter.com/ShopSalmonRun).

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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, Bon Ton and Christmas Tree Shops and offers more than 70 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](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 shopping center developers in North America. Headquartered in Syracuse, NY, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 16 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](http://www.pyramidmg.com)

