



Media Release

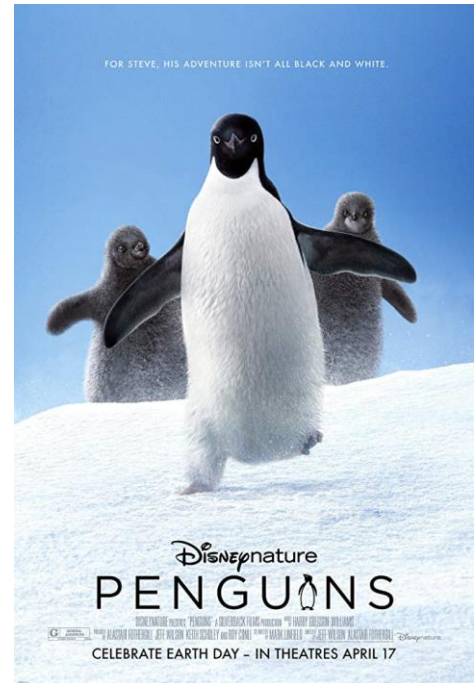
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SOUND DOWN AND LIGHTS UP AS REGAL CINEMAS PRESENTS THE "MY WAY MATINEE"

(WATERTOWN, NY) – *My Way Matinee*, presented by Regal Cinemas, are movies your way giving everyone the opportunity to enjoy the latest movies various times each month with the sound turned down and the lights turned up. All screenings for the sensory friendly movies begin at 10:30 a.m. for the special ticket price of \$6.50. For additional information, please visit www.regmovies.com/mywaymatinee.

Join Regal Cinemas on **Saturday, April 27th** at 10:30 a.m. for their My Way Matinee feature film "Penguins". This Disney Nature film is a coming-of-age story about an Adélie penguin named Steve who joins millions of fellow males in the icy Antarctic spring on a quest to build a suitable nest, find a life partner and start a family. None of it comes easily for him, especially considering he's targeted by everything from killer whales to leopard seals, who unapologetically threaten his happily ever after.



For more information on this and other upcoming events at Salmon Run Mall, including store promotions, directions to the mall and more, always log on to www.shopsalmonrunmall.com.

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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 the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 18 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has led the industry in combining the best elements of traditional retail with world-class dining, entertainment and hospitality, 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, Burlington, Gander Outdoors, JC Penney, Dick's Sporting Goods, 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

