



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, November 23rd** at 10:30 a.m. for their My Way Matinee feature film "Frozen 2". Why was Elsa born with magical powers? The answer is calling her and threatening her

kingdom. Together with Anna, Kristoff, Olaf and Sven, she'll set out on a dangerous but remarkable journey. In "Frozen", Elsa feared her powers were too much for the world, in "Frozen 2", she must hope they are enough!

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

