



Media Release

FOR IMMEDIATE RELEASE: March 18, 2024

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SUNBURST PAGEANT AND MODEL SEARCH IS COMING TO SALMON RUN MALL THIS WEEKEND!

Pre-Register Online and you could win a 4-pack of Regal Movie Passes!

(Watertown, NY) Salmon Run Mall is pleased to announce the return of Sunburst Beauty Pageants! Sunburst Model Search and Beauty Pageants are always looking for new faces.

**The Spring Preliminary Schedule will be held
at Salmon Run Mall this Sunday, March 24th 1 p.m.**

Participants are encouraged to pre-register online at www.sunburstbeauty.com, however, walk ins on the day of the event are welcome. All who pre-register online this week will have a chance at winning a 4-pack of Regal Movie passes!

Sunburst is celebrating 46 years of discovering new faces! Current and former contestants have appeared in ads, commercials, television series, movies and all entertainment fields!

All finalists are chosen and crowned on the day of competition and will advance to the NEW YORK SUNBURST state finals. Judging is based on beauty and personality. There will be winners chosen from each of eleven age divisions and boys are judged separately from girls. BOYS AGE GROUPS (3 groups): 0-23 months, 2-4 years and 5 – 9 year olds. GIRLS AGE GROUPS (8 groups): Under 1 year, 1 year olds, 2 & 3 years, 4-6 years, 7-10 years, 11-13 years, 14-17 years, and 18-27 years.

To receive information on HOW TO ENTER, visit WWW.SUNBURSTBEAUTY.COM or phone for information 727-258-7053. You may also pick up an entry form at the mall. Don't delay - enter a preliminary NOW to qualify for one of the most trusted and coveted titles in the U.S.A. You can also find the application information at www.shopsalmonrunmall.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, JC Penney, Dick's Sporting Goods, Hobby Lobby and Billy Beez, and offers more than 70 retail shops, a 12-screen stadium seat theater and food court. Additional information regarding Salmon Run Mall can be found at www.shopsalmonrunmall.com

