



## Media Release

FOR IMMEDIATE RELEASE: August 20, 2024

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### JOIN NBC WATERTOWN AS THEY SPONSOR THE BACK TO SCHOOL FAIR AT SALMON RUN MALL

Watertown, NY— NBC Watertown will host the Back to School Fair tomorrow, Wednesday, August 21<sup>st</sup> from 1 p.m. to 6 p.m. at Salmon Run Mall. This fantastic event is designed to help students and families prepare for a successful school year. The event will begin in Center Court and over 25 vendors, schools and organizations will be on display throughout the mall.

This year's Back to School Fair welcomes the following organizations:

- NBC Watertown - Back to School Backpack Program
- Fidelis
- Sam's Club
- North Country Family Health Center
- American Foundation for Suicide Prevention
- Flower Memorial Library
- Q Center
- Watertown City School District
- Community Health Center of the North Country
- Operation Safe Child
- Girl Scouts
- Victim's Assistance Center
- Children's Home of Jefferson County
- NBC Livestream
- Jefferson County Public Health
- First Student
- Indian River Central School District
- Carthage Central School District
- NYS Troopers
- Watertown Fire Department
- WPBS
- North Country Families (BOCES)
- Encompass Recreation
- Immaculate Heart Academy
- Mike Beyette – Magician/Balloon Artist

Plus stop and visit these tenants for extra goodies and discounts:

- Planet Fitness – table in Center Court
- Maurices
- Magnolia Formalwear
- Katrick Customs
- K2U Coffee and Donuts
- JC Penney Salon - \$12 kids cuts

The Back to School Fair is open to all back-to-school-aged kids and their families, and the best part? Admission is completely free! Don't miss this wonderful opportunity to gear up for the school year with the support of your community. We look forward to seeing you there! For more information on this, and other events, store openings and more, "like" and "follow" on Facebook and Instagram, or visit [www.shopsalmonrunmall.com](http://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, Hobby Lobby and Billy Beez, and offers more than 60 retail shops, a 12-screen stadium seat theater and food court.

Additional information regarding Salmon Run Mall can be found at [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com)

