



Media Release

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SALVATION ARMY KETTLE CAMPAIGN KICKS OFF!

The Big Red Kettle is in Center Court at Salmon Run Mall

(Watertown, NY) Now through Christmas Eve, with the exception of Sundays and Thanksgiving Day, the Salvation Army is stationed in Center Court with the Big Red Kettle! This tradition has been going on for years in Watertown, as well as the Mall, and is the largest fundraiser for the Salvation Army of Watertown.

Last year's campaign raised a total of \$86,000 and this year the goal is \$90,000, as the need has only increased. The Salvation Army was responsible for about \$11,000 of that total, and plays a key role in the raising of funds for the Salvation Army by housing the "So You Think You Can Ring" event.

Each Saturday, starting November 30th, groups have signed up for shifts to see how much they can raise on behalf of the Salvation Army. These groups range from athletic teams to family practice associates to advisory board members. Last year's SYTYCR Event brought in just under \$8,000.

Funds raised at all kettle locations go to the Salvation Army of Watertown, and enable them to feed individuals through their food pantry and daily soup kitchen. They also provide clothing vouchers, and shelter services through the cold months. They would not be able to do any of that without the donations raised through the red kettle campaign.

"We are beyond thankful to our donors, store managers, and bell ringers for the incredible support given in this community," stated Captain Josh Morales, Officer of the Salvation Army, Watertown.

For more information visit www.shopsalmonrunmall.com, and be sure to follow us on Instagram and Facebook!

About Pyramid Management Group, LLC

Pyramid Management Group, owner of Salmon Run Mall, is one of the largest, most innovative, privately-held real estate developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of dynamic shopping, dining and entertainment destinations dominate the northeast with 9 properties located throughout New York and Massachusetts. For nearly 50 years, Pyramid has built its reputation on being first, fast, ahead of the curve and always what's next, leading the industry 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

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, JC Penney, Hobby Lobby 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, Facebook and Instagram.