



## Media Release

March 14, 2017

**Contact:** Karla Woods, Marketing Director  
315-788-9210, ext. 205; [karlawoods@pyramidmg.com](mailto:karlawoods@pyramidmg.com)

### Get Hoppin'!

#### The Bunny is Coming Soon to Salmon Run Mall!

Bunny arrives Friday, March 31<sup>st</sup> at 11 a.m. in Bon Ton Court

Watertown, NY - He's good at inspiring smiles and great at capturing memories. The warm and fuzzy Easter Bunny will hop into Bon Ton Court at Salmon Run Mall on Friday, March 31<sup>st</sup> at 11 a.m. to celebrate spring's most beloved and time-honored tradition.



For two weeks only, families can visit Salmon Run Mall's magical Bunny Photo Experience during these hours:

- Monday through Saturday 11 a.m. to 8 p.m.
- Sunday 12 p.m. to 5 p.m.
- Friday, April 14<sup>th</sup> 9 a.m. to 8 p.m.
- Saturday, April 15<sup>th</sup> 9 a.m. to 8 p.m.

Visits are always free and photo packages will be available. All kids visiting the Easter set will receive treats and special coupons.

Guests will not have to worry about leaving their dogs or cats out of the photos this year! All guests wishing to participate in *Pet Photos with the Bunny* MUST enter the mall through the Main Mall Entrance by Lee Nails, closest to Sears. There are two designated nights this season where pets are allowed at the Bunny set.

- Monday, April 3<sup>rd</sup> and Monday, April 10<sup>th</sup> from 7 p.m. to 9 p.m. in Bon Ton Court

All kids, along with a parent or guardian, are invited to Story Time with the Bunny sponsored by The Reading Room, located near Sears. Stories, a craft and snack will be available for participating children.

- Wednesday, April 5<sup>th</sup> and Wednesday, April 12<sup>th</sup> at 10 a.m. in The Reading Room

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#### **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 Coat Factory, Sears, JC Penney, Dick's Sporting Goods, Gander Mountain, Bon Ton and Christmas Tree Shops and offers more than 80 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](http://www.shopsalmonrunmall.com)

#### **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 North America. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 17 properties located throughout New York, Massachusetts and Virginia. Pyramid is an industry leader 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](http://www.pyramidmg.com)





*Bunny Cares* will be held at Salmon Run Mall, welcoming children of all abilities and spectrums of special needs to a photo environment supportive of their sensory, physical and developmental needs.

- Sunday, April 9<sup>th</sup> from 9 a.m. to 11 a.m.

The nationally recognized Bunny Cares event will take place at the Bunny Photo Experience in Bon Ton Court, in partnership with Autism Speaks, Abilitypath.org and The Noerr Programs. For this event, the Bunny Set will open prior to public hours to create a calmer atmosphere by dimming lights, muting music, etc. Families

can enjoy fun activities while anticipating their private visit, instead of waiting in lines that may make some children anxious. Families are encouraged to register in advance for the *Bunny Cares* event by logging on to [www.Bunny-Cares.com](http://www.Bunny-Cares.com)

In observance of the Easter holiday, Salmon Run Mall will not be open for business on Sunday, April 16<sup>th</sup>, 2017. Regal Stadium 12 will be open regular hours.

For more information on this and many more upcoming events hosted by Salmon Run Mall, log on to [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com).

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