



## Media Release

December 11, 2019

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



### Salvation Army Kettle Campaign Continues with "So You Think You Can Ring" Fundraiser Events at Salmon Run Mall

(Watertown, NY) The Salvation Army Big Red Kettle volunteers are ringing away at Salmon Run Mall's Center Court this holiday season and look forward to seeing you this weekend for "So You Think You Can Ring"! All day this Saturday, December 14<sup>th</sup> and next Saturday, December 21<sup>st</sup>, local area nonprofit organizations and businesses come together and "ring" for the cause with singing, skits, demonstrations and just good old fashioned bell ringing, all in an effort to raise money for the Big Red Kettle Campaign.

Kettles and bell ringers at Salmon Run Mall raised 23% of The Salvation Army of Watertown's 2018 Annual Red Kettle Campaign. This year, Salmon Run Mall has partnered with the Salvation Army of Watertown to assist area residents in need of help this holiday season and beyond. It's easier than ever to help out:

- Text "SASALMONRUN" to 41444 to donate to the Salvation Army of Watertown
- This campaign represents the heart of Salmon Run Mall to take more ownership of helping the Salvation Army raise funds so that more Watertown area neighbors in need can be helped.
- Money raised online and in the kettles stays local to help our neighbors in need.

To get the latest updates and information on this and other events at the center please visit our website, [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com), or like us at [www.facebook.com/salmonrunmall](http://www.facebook.com/salmonrunmall).

#### **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 16 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](http://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, 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](http://www.shopsalmonrunmall.com)

