



## Media Release

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### **BILLY BEEZ IS NOW OPEN AT SALMON RUN MALL!**

*Jungle-themed, indoor playground to open Watertown, NY location*

(Watertown, NY) The next big thing in the active kids' movement is NOW OPEN in Watertown, NY! Billy Beez, the ultimate indoor play park for heart-pumping, family-friendly fun is a new location at Salmon Run Mall! Enter the jungle-themed world of Billy Bee and his friends, where kids and kids at heart can run, jump, bounce, slide and climb their way to an active lifestyle! Come see what all the buzzzz is about...

The Salmon Run Mall Billy Beez features slides; including 2 signature Rainbow Wave slides, a Ballistics arena, gaming arcade, bumper cars, a "Mini Beez" section for toddlers, "Honeycomb Village"; an interactive, tot-sized town, private party rooms, a "Honey Café", serving healthy and kid-friendly refreshments, and so much more!

The park is designed so that adults can play right alongside the little ones, while supervised by the professionally trained staff, ensuring the safety and entertainment of all guests. "We're revolutionizing the concept of family fun. Billy Beez offers families the opportunity to play together, while providing a safe and engaging environment for healthy activities and relationship building." - Shaun Kriel, CEO.

It is the premiere destination for birthday parties, group outings and community events, in addition to its daily entertainment offerings. For an affordable admission fee, adults and children can engage in heart pumping, exciting fun all day long. It is Billy Beez's mission to support a balanced lifestyle by encouraging social, mental and physical development through play.

For more information, visit [www.us.billybeez.com](http://www.us.billybeez.com), or "Like" Billy Beez, Watertown, NY on Facebook. For more information on this, and other new store openings, events, and more, visit [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com), "like" us on Facebook and follow us on Instagram.

#### **About Pyramid Management Group**

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 and expanding hospitality presence dominate the northeast with 16 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](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, Christmas Tree Shops & That, 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](http://www.shopsalmonrunmall.com)

