



## Media Release

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### **SUNBURST PAGEANT AND MODEL SEARCH IS COMING TO SALMON RUN MALL THIS WEEKEND!**

*Pre-Register Online and you could win a 4-pack of Regal Movie Passes!*

(Watertown, NY) Salmon Run Mall is pleased to announce the return of Sunburst Beauty Pageants! Sunburst Model Search and Beauty Pageants are always looking for new faces.

#### **The Mr. and Miss Spring Fling Pageant will be held at Salmon Run Mall on March 18<sup>th</sup> at 11 a.m.**

Participants are encouraged to pre-register online at [www.sunburstbeauty.com](http://www.sunburstbeauty.com), however, walk ins on the day of the event are welcome. All who pre-register online this week will have a chance at winning a 4-pack of Regal Movie passes!

Sunburst is celebrating 45 years of discovering new faces! Current and former contestants have appeared in ads, commercials, television series, movies and all entertainment fields!

All finalists are chosen and crowned on the day of competition and will advance to the NEW YORK SUNBURST state finals. Judging is based on beauty and personality. There will be winners chosen from each of eleven age divisions and boys are judged separately from girls. BOYS AGE GROUPS (3 groups): 0-23 months, 2-4 years and 5 – 9 year olds. GIRLS AGE GROUPS (8 groups): Under 1 year, 1 year olds, 2 & 3 years, 4-6 years, 7-10 years, 11-13 years, 14-17 years, and 18-27 years.

To receive information on HOW TO ENTER, visit [WWW.SUNBURSTBEAUTY.COM](http://WWW.SUNBURSTBEAUTY.COM) or phone for information 727-258-7053. You may also pick up an entry form at the mall. Don't delay - enter a preliminary NOW to qualify for one of the most trusted and coveted titles in the U.S.A. You can also find the application information at [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com).

#### **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)

