



## Media Release

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### **WPBS'S ANNUAL LITERACY FESTIVAL "READY SET FUN" RETURNS TO SALMON RUN MALL**

*Join us Saturday, May 6<sup>th</sup>; admission is free!*

(Watertown, NY) WPBS-TV is delighted to announce that the much-loved and long running family event "Ready Set Fun" will be returning again this year.

WPBS would like to thank Martin's Point Health Care and Stewart's Shops, as well as the Salmon Run Mall, for bringing back this celebration of learning on Saturday, May 6<sup>th</sup> from 10 a.m. to 2 p.m. Admission to the event is free.

This year's interactive family-friendly event will be better than ever, with over 30 vendors offering demonstrations, coloring activities, craft projects, Lego building activities, STEM activities, drawings and giveaways. There will be character meet-and-greet sessions, story times throughout the day, performances courtesy of Rhonda's Footeworks, and K9 demonstrations from the US Army MP K9 Unit.

For more information on this, and other events, store openings 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 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](http://www.shopsalmonrunmall.com)

