Contact: Leslie Mugrace, Marketing Director
Crossgates Management Office
LeslieMugrace@pyramidmg.com
Phone (518) 869-3522

FOR IMMEDIATE RELEASE

October 30, 2026

MALLOWEEN AT CROSSGATES

Saturday, October 31st 11am-2pm

Guilderland, NY – It's time to get SPOOKY with the return of Malloween at Crossgates! Halloween is one spook-tacular sight with ghosts, goblins and ghouls running through the night. Crossgates MALLOWEEN presented by Denooyer Chevrolet, along with our media partners B95.5 and Fly 92.3, will be one haunting good time, welcoming families, children and costumes of all kinds. While you are here, make sure to visit each cauldron throughout the mall and at various stores for a trick or a treat. Grab a map of all of the fun booths to visit, sign up for the mysterious costume contest on the lower level near APEX Entertainment and don't forget to look your best…..or your creepiest. The Malloween event will take place entirely inside Crossgates Tomorrow, Saturday, October 31st from 11:00am – 2:00pm.

Join us for the 30th annual costume contest, hosted by B95.5 and Fly 92.3. Registration is open from 11am-12:30pm ONLY on the lower level near APEX Entertainment. Gift Cards to an age-appropriate store and a prize pack will be awarded to the cutest, the scariest and the most original costume in each age group. Back by popular demand, one lucky family will be awarded $250 in gift cards to Crossgates stores and a prize pack for the best family theme costume category.

Parents, no reason to scream this Halloween! The candy and various treats from Crossgates are distributed directly from manufacturer's cartons to your child's bag. Candy tables will be located within the main areas of the mall and at participating stores throughout. Just look for the "We Have Candy" Cauldron Sign posted in their window. It's a great way for safe trick-or-treating, to escape any weather and still enjoy the holiday with your child.

In addition to trick or treating, stop by the Capital Photo booth and get your free photo to capture your 2026 Malloween memory! Photos will be available to the first 100 children that visit….it's sure to be a spooky, fun time!

For more information visit www.shopcrossgates.com and listen to B95.5 and Fly 92.3. Happy Malloween from your friends at Crossgates!

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About Crossgates:

Crossgates is the Capital Region's premier shopping, dining and entertainment destination offering an impressive selection of national brands and the newest retail concepts. The center is anchored by Macy's, JCPenney, Dick's Sporting Goods, Going, Going, Going Gone!, Primark and Best Buy, while offering more than 180 retail shops, including Apple. Crossgates offers 10 entertainment venues and over 20 on-site eateries, such as Dave & Buster's, Get Air, Billy Beez, Apex Entertainment, Maggie McFly's and Regal Cinemas with IMAX. Or simply relax at our award-winning day spa, Spa Mirbeau. Located adjacent to a dual-branded 192-room Homewood Suites and Tru by Hilton hotel and a COSTCO Wholesale, Crossgates is your destination to EAT. SHOP. PLAY. STAY. Additional information regarding Crossgates can be found at shopcrossgates.com, Facebook, Instagram, and Twitter.

About Pyramid Management Group, LLC

Pyramid Management Group 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 10 properties located throughout New York, Massachusetts, and Rhode Island including Destiny USA (Syracuse, NY), Crossgates (Albany, NY), Walden Galleria (Buffalo, NY) and Providence Place (Providence, RI). For over five decades, Pyramid has built its reputation on being first, fast, and ahead of the curve, 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.