



**destiny usa**

PRESS RELEASE

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***THE INCREDIBLE INDOOR SNOW SHOW***

*Celebrating the magic of the season with an indoor magical snow show at Destiny USA*



**Syracuse, NY (November 18, 2019) –**

Remember the time when it snowed *inside* Destiny USA? No? Well you're about to! Starting Thanksgiving weekend, Nascentia Health and NewsChannel 9 will present the very first **Incredible Indoor Snow Show** inside Destiny USA.

Destiny USA will bring the magic of winter indoors, with a magical snowfall in the Center Atrium every weekend (Friday, Saturday and Sunday), throughout the month of December. Each snow show will feature a 30-minute tribute to holiday movies and music, emanating from the large LED Display above the Center Atrium,

immediately followed by seven minutes of the **Incredible Indoor Snow Show**. The events will be designed to attract families, celebrate the holiday season and create a sense of community.

"We've had at least four unannounced test runs of the indoor snow show and the reactions from the shoppers that happened to be present were priceless," said Destiny USA Director of Marketing Nikita Jankowski. "The looks of wonder, intrigue and pure joy were so refreshing to witness. We're excited to host this magical experience."

According to NewsChannel 9 and the Weather Channel, Syracuse is the snowiest big city in the country, which is why Destiny USA, Nascentia Health and NewsChannel 9 decided to find a new way to celebrate it.

"Since Syracuse is known for our winter weather why not embrace the snow by bringing it indoors to Destiny USA during the holiday season," said NewsChannel 9 Chief Meteorologist Jim Teske. "It's a perfect match!"

**The public will also be asked to participate by sending in their favorite winter or holiday photographs to [NewsChannel 9's website](#).** The photos will circulate on the LED Display screen during the actual snowfall, over a holiday music track, mixed by Destiny USA's official DJ, DJ Bella.

(The Incredible Indoor Snow Show Schedule continued on page 2.)

Incredible Snow Show Dates/Times 2019		
	Dates	Times
WK 1	Saturday, November 30	6:45 PM - 7:15 PM
	Sunday, December 1	4:45 PM - 5:15 PM
WK 2	Friday, December 6	6:45 PM - 7:15 PM
	Saturday, December 7	6:45 PM - 7:15 PM
	Sunday, December 8	4:45 PM - 5:15 PM
WK 3	Friday, December 13	6:45 PM - 7:15 PM
	Saturday, December 14	6:45 PM - 7:15 PM
	Sunday December 15	4:45 PM - 5:15 PM
WK 4	Friday, December 20	6:45 PM - 7:15 PM
	Saturday, December 21	6:45 PM - 7:15 PM
	Sunday, December 22	4:45 PM - 5:15 PM

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**About Destiny USA**

*Destiny USA is New York's largest shopping, dining, outlet and entertainment destination and the sixth largest shopping center in the U.S. Centrally located in Syracuse, Destiny USA is visited by 26 million guests annually and consistently draws from a 4-hour drive and attracts tourists from all 50 states, Canada and worldwide. An unparalleled mix of shopping, dining, outlet and entertainment—all under one roof—combined with its new, onsite Embassy Suites by Hilton hotel cement Destiny USA's reputation as a premier tourist destination. Plan your next visit to Destiny USA, Trip Advisor's #1 travel destination in Central New York, today at [www.destinyusa.com](http://www.destinyusa.com).*

**About Pyramid Management Group, LLC**

*Pyramid Management Group, owner of Destiny USA, is one of the largest, most innovative, privately-held shopping center developers in North America. 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 by 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).*