



Media Release

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Sunburst Pageant and Model Search is Coming to Salmon Run Mall

Register for the Winter Princess / Prince Pageant to be held in
March in Bon Ton Court

(WATERTOWN, NY) – Sunburst Pageants celebrates 39 years of discovering new faces and Salmon Run Mall is pleased to announce the Winter Princess / Prince Pageant to be held March 25th beginning at 11 a.m. in Bon Ton Court.

Current and former contestants have appeared in ads, commercials, television series, movies and all entertainment fields. Sunburst currently has two contestants appearing in Nickelodeon shows and two former contestants went on to become Miss America and Miss USA. Contestants compete for the opportunity to win \$10,000, \$5,000, \$2,000, \$1,000, \$500 savings bonds and many, many more outstanding gifts.

All finalists chosen and crowned on the day of the competition will advance to the state finals. Judging is based on beauty and personality. There will be winners chosen from each of the ten age divisions and boys are judged separately from girls.

Boys Age Groups	0-23 months; 2 to 4 years
Girls Age Groups	under 1 year; 1 year old; 2 & 3 years; 4 to 6 years; 7 to 10 years; 11 to 13 years; 14 to 17 years; 18 to 27 years; 28 years and up

To receive information on how to enter, visit www.sunburstbeauty.com or phone for information at 727-258-7053. Entry forms are also available at Salmon Run Mall.

To get the latest updates and information on other new store openings, events and more at Salmon Run Mall, please visit our website, www.shopsalmonrunmall.com, like us at www.facebook.com/salmonrunmall or follow us at www.twitter.com/ShopSalmonRun

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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 Coat Factory, Sears, JC Penney, Dick's Sporting Goods, Gander Mountain, Bon Ton and Christmas Tree Shops and offers more than 80 retail shops, a 12-screen stadium seat theater, food court and full-service sit down restaurant. Additional information regarding Salmon Run Mall can be found at: www.shopsalmonrunmall.com

About Pyramid Management Group, LLC

Pyramid Management Group, owner of Salmon Run Mall, 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 17 properties located throughout New York, Massachusetts and Virginia. Pyramid is an industry leader 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

