



Media Release

FOR IMMEDIATE RELEASE: February 10, 2022

Contact: Karla Noftsier, Marketing Director
315-788-9210, ext. 205; karlanoftsier@pyramidmg.com

SUNBURST PAGEANT AND MODEL SEARCH IS COMING TO A LOCATION NEAR YOU... DON'T MISS THE FUN AND EXCITEMENT!

(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.

Join us at Salmon Run Mall on March 6th at noon.

Sunburst is celebrating 44 years of discovering new faces! Current and former contestants have appeared in ads, commercials, television series, movies and all entertainment fields! We currently have two Sunburst contestants in Nickelodeon shows and two former contestants went on to become Miss America and Miss USA! Our Pageants have been featured on The Discovery Channel! Contestants compete for the opportunity to win \$10,000, \$3,000, \$2,000, \$1,000, and \$500 savings bonds and many, many more, outstanding gifts.

All finalists chosen and crowned on the day of competition will advance to the NEW YORK SUNBURST state finals. EVERYONE RECEIVES A CROWN AND TROPHY. 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. Contestants may be married or single.

To receive information on HOW TO ENTER, visit 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.

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.

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 and Hobby Lobby 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

