



Media Release

FOR IMMEDIATE RELEASE: November 3, 2022

Contact: Karla Noftsier, Marketing Director

315-788-9210, ext. 205; karlanoftsier@pyramidmg.com

A NORTH COUNTRY FESTIVAL OF TREES RETURNS TO SALMON RUN MALL

In-person and online options for voting are available starting November 25th

WATERTOWN, NY - Salmon Run Mall is pleased to announce we will kick off the holiday season once again with A North Country Festival of Trees. The annual benefit to support healthcare services and programs at Samaritan Medical Center and children's scholarships at the Watertown Family YMCA will offer an online tree auction and in-person tree viewing from Friday, November 25th through Sunday, December 4th at Salmon Run Mall.

All trees on display will be hand-decorated by community members and are available for bidding for individual purchase or donation.

The Festival of Trees committee is now welcoming sponsors and tree decorators. More information on both of these opportunities is available online at www.samaritanhealth.com/festivaloftrees-sponsors, or by calling 315-785-5745.

Trees will be on display for FREE public viewing at Salmon Run Mall from Friday, November 25th through Sunday, November 27th and then various times from Thursday, December 1st through Sunday, December 4th.

The Gala will take place Friday, December 2nd. Select trees will be available at the in-person live auction that evening. Gala tickets are \$90 per person and RSVP is required.

The online tree auction will take place November 25th through December 4th.

Intrepid Broadcasting, Inc. (Tunes 92.5 and 104.5 FM) are proud sponsors of the 2022 "A North Country Festival of Trees". For more information on this event, visit 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 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 14 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