



## Media Release

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### **NBC WATERTOWN PRESENTS THE FIRST ANNUAL BACK TO SCHOOL FAIR AT SALMON RUN MALL**

*Everything you need to know for this back-to-school season!*

Watertown, NY— Get ready to kick off the new school year with a bang! NBC Watertown is thrilled to announce the Back to School Fair, a fantastic event designed to help students and families prepare for a successful school year. Join us on Wednesday, August 21st, from 1 PM to 6 PM at the Salmon Run Mall, in the court area near Billy Beez.

This year's Back to School Fair promises to be a fun-filled afternoon packed with valuable resources, exciting activities, and incredible discounts. With over 20 local businesses and nonprofit organizations participating, there will be something for everyone!

#### **Event Highlights:**

- **Expert Back to School Tips:** Meet local educators and experts who will offer advice on everything from study habits to organizational skills.
- **Fun Activities for Kids:** Enjoy engaging activities and entertainment designed to make the transition back to school enjoyable for children of all ages.
- **Exclusive Discounts and Giveaways:** Take advantage of special offers from mall merchants and local businesses to help you get everything you need for the school year ahead.
- **Resourceful Nonprofit Organizations:** Learn about programs and resources available to support students and families in our community.

The Back to School Fair is open to all back-to-school-aged kids and their families, and the best part? Admission is completely free! Don't miss this wonderful opportunity to gear up for the school year with the support of your community. We look forward to seeing you there!

For more information on this, and other events, store openings and more, "like" and "follow" on Facebook and Instagram, or visit [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.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, Hobby Lobby and Billy Beez, and offers more than 60 retail shops, a 12-screen stadium seat theater and food court. Additional information regarding Salmon Run Mall can be found at [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com)

