



## Media Release

FOR IMMEDIATE RELEASE: March 17, 2025

**Contact:** Karla Noftsier, Marketing Director  
315-788-9210, ext. 205; [karlanoftsier@pyramidmg.com](mailto:karlanoftsier@pyramidmg.com)

### **WPBS'S ANNUAL LITERACY FESTIVAL "READY SET FUN" RETURNS TO SALMON RUN MALL**

Join us Saturday, March 22nd; admission is free!

(Watertown, NY) WPBS-TV is delighted to announce that the much-loved and long running family event "Ready Set Fun" will be returning again this year to Salmon Run Mall. WPBS would like to thank Martin's Point Health Care, Stewart's Shops, the North Country Library System, as well as the Salmon Run Mall, for bringing back this celebration of learning on Saturday, March 22nd from 10 a.m. to 2 p.m.

The event will take place starting in Center Court and extending to Billy Beez. Admission to the event is free. This year's interactive family-friendly event will host several organizations offering demonstrations, coloring activities, craft projects, building activities, STEM activities, drawings and giveaways.

There will be character meet-and-greet sessions in Center Court throughout the event, story times throughout the day, K9 demonstrations from the Jefferson County Sheriff Department, dance demos from Dance World and a book swap.

Special thanks to WPBS, and these organizations for making this event possible:

- Save the River
- Dance World
- Victims Assistance Center of Jefferson County
- Northern Regional Center for Independent Living
- Watertown Education Association
- Jefferson County Public Health
- Starbase
- Children's Home of Jefferson County
- MVP Health Care
- YMCA School Age Child Care
- Jefferson County Sheriff/K9 Unit
- Minna Anthony Nature Center
- North Country Library System
- Martin's Point

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 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 dominate the northeast with 9 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](http://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, 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)

