



CROSSGATES

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COCONUTS TOYS OPENS IN CROSSGATES

Guilderland, NY: Coconuts Toys in Crossgates is a premier toy store with the hottest toys, plush, games, puzzles and so much more; it's fun for the whole family! The store is designed to offer toys for kids of all ages, but primarily focuses on pre-school through tween with a variety of top toy brands including Melissa & Doug, Crazy Forts, Alex Brands, Lego, Hasbro, Mattel, Gund and many more.

"We're excited to offer customers a real toy store experience in the mall where they can find the newest toys everyone is talking about and also tremendous value with discounts of up to 50% on top toys" stated Jodie Evans, SVP of Merchandising and Marketing. "We realize people are spending more time at home and are pleased to offer lots of options for at home play including family board games, puzzles, and craft and science kits for all ages, too".

Coconuts Toys also features well known toys from classics like Play-Doh, Barbie and Hot Wheels to recent toy sensations like Zuru 5 Surprise Mini Brands and Treasure X. The company intends to open three new Toy stores this year, just in time for the holidays. The Coconuts Toys in Crossgates will be the flagship store, with additional locations in Willow Grove Mall in Willow Grove, PA and Menlo Park Mall in Edison, NJ.

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ABOUT 2428392, INC.

2428392, Inc. is a leader in entertainment retail and operates 200 retail stores in the United States, the District of Columbia and Puerto Rico, primarily under the FYE brand and on the web at www.FYE.com. Follow FYE on Instagram, Facebook, and Twitter.

ABOUT CROSSGATES

Crossgates is the Capital Region's premier shopping, dining and entertainment destination offering an impressive selection of national brands and the newest retail concepts. The center is anchored by Macy's, JCPenney, Dick's Sporting Goods, and Best Buy, while offering more than 180 retail shops, including Apple. Crossgates offers 10 entertainment venues and over 20 on-site eateries, such as Dave & Buster's, Get Air, Billy Beez, Apex Entertainment, The Standard Restaurant & Lounge, Maggie McFly's and Regal Cinemas with IMAX, or simply relax at our award-winning day spa, Spa Mirbeau. Combined with a dual-branded 192-room Homewood Suites and Tru by Hilton, Crossgates is your destination to **EAT. SHOP. PLAY. STAY.** Additional information regarding Crossgates can be found at shopcrossgates.com, [Facebook](#), [Instagram](#), and [Twitter](#).

ABOUT PYRAMID MANAGEMENT GROUP

Pyramid Management Group, owner of Crossgates, 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.