



**destiny usa**

## PRESS RELEASE

### **Mother's Day Destination**

*-- Events, deals and thrills for the mom in your life! Plus, the "MOMinate" contest returns! --*

**Syracuse, NY (May 6, 2019)** – You can never repay the mom in your life for all she has done but a visit to Destiny USA is a great start! Check out some of the specials offered at the largest shopping destination in New York State!

### **MOMINATE CONTEST!**

Commemorate the woman who goes above and beyond for all those around her with a personal tribute on the [Destiny USA Facebook page](#). There will be three chances to win! Three lucky moms will have an even more special Mother's Day by winning one of the following items:

- Gift Basket from **Sephora** (Channel Fragrance and Dior Makeup)
- \$50 gift certificate from **Lord + Taylor**
- Rosie gift from **Lush** (four Rose Jam pampering products valued at \$50.00).

*It's quick and easy to enter! Tag your nominee, all her friends and family will be able to share in her tribute. Simply:*

- Post your "MOMination" on the [Destiny USA Facebook Page](#)
- Tag your loved one and @ExperienceDestinyUSA
- Each post must include the hashtag #MOMinateDestinyUSA

**All entries must be received by 11:59 p.m., Thursday, May 9, 2019.**

Keep the love going with a number of special celebrations at Destiny USA throughout the weekend:

### **EVENTS**

- **Lord + Taylor**  
Find out what's trending this season with Lord + Taylor's Mother/Daughter Fashion Show! The show will take place right outside of Lord + Taylor, in the common area, on the first level on **Saturday, May 11<sup>th</sup>**, from **1- 2 PM**; with special celebrity models (**TeNesha Murphy, Bridge Street; Christie Casciano, Newschannel 9; Kate Thornton, Newschannel 9; Farah Jadran, Newschannel 9**) and MC **Nicole Sommavilla, Newschannel 9**.
- **Lush Cosmetics**

Lush is throwing a party to celebrate Moms! Stop by for a morning of wellness, which will include skin care consultations, hair care consultations and facial massages. You will also get the chance to make a bath bomb – which you are sure to enjoy! *Bring your yoga mats because Athleta will be there at 10 am with yoga flow classes to get you movin' and groovin'.* This all takes place, Sunday, May 12<sup>th</sup>, at Lush Costmetics. Make sure you RSVP at 315-422-1895 to reserve your spot (\$25 per attendee). Psst – upon booking, you will receive a \$25 gift card for a shopping spree during the party.

- **Athletic Apex**

Athletic Apex is giving Mom what she really wants this Mother's Day! ALL moms get to workout for FREE the entire Mother's Day Weekend (Friday, May 10<sup>th</sup> – Sunday, May 12<sup>th</sup>)!

## BRUNCH

- **110 Grill**

Enjoy a delicious brunch at 110 Grill on Mother's Day on Sunday, May 12<sup>th</sup>. Brunch specials, including the Crab & Egg Flatbread, will be available from 10 am - 3 pm in addition to the full menu. Remember, 110 Grill can cater to any diet and create the entire menu gluten-free. Make your reservation today! [Menu and more info.](#)

- **The Cheesecake Factory**

Take Mom out for brunch at The Cheesecake Factory on Saturday, May 11<sup>th</sup> and Sunday, May 12<sup>th</sup>. From 9 AM to 2 PM [menu items](#) like the Cinnamon Roll Pancakes will be in high demand.

- **Cantina Laredo**

This Mother's Day, stop into Cantina Laredo for Chorizo Con Huevos (scrambled eggs with Mexican sausage) and [more!](#)

- **World of Beer**

It's beer, it's breakfast, it's lunch... it's Brunch! Enjoy endless Mimosas, Beermosas, & Bloody Mary's, plus one breakfast food item for \$25 on Sunday, May 12<sup>th</sup>, from 11 AM – 1 PM. Check out the rest of the [brunch menu!](#)

## DEALS

- **VF Outlet**

Mother's Day WOW's deals starting at just \$4.97 (while supplies last).

- **Yankee Candle**

Make Mother's Day extra special! Give Mom her favorites or try something new with a Buy 3, Get 3 deal.

- **ALEX AND ANI**

ALEX AND ANI is offering 20% off of select pieces to recognize Teacher Appreciation Week, which will end on Mother's Day, May 12<sup>th</sup>.

- **White House Black Market**

White House Black Market will celebrate Moms with \$25 off \$125+, \$50 off \$200+ and \$100 off \$300+ purchase.

- **Sephora**

Beauty Insider 5x Fragrance Points Promotion begins Tuesday, May 7<sup>th</sup> – Sunday, May 12<sup>th</sup>. This offer is exclusive for Beauty Insider Clients who will be able to take advantage of a 5x points fragrance promotion.

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**About Destiny USA**

*Destiny USA is New York's largest shopping, dining, outlet and entertainment destination and the sixth largest shopping center in the U.S. Centrally located in Syracuse, Destiny USA is visited by 26 million guests annually and consistently draws from a 4-hour drive and attracts tourists from all 50 states, Canada and worldwide. An unparalleled mix of shopping, dining, outlet and entertainment—all under one roof—combined with its new, onsite Embassy Suites by Hilton hotel cement Destiny USA's reputation as a premier tourist destination. Plan your next visit to Destiny USA, Trip Advisor's #1 travel destination in Central New York, today at [www.destinyusa.com](http://www.destinyusa.com).*

**About Pyramid Management Group, LLC**

*Pyramid Management Group, owner of Destiny USA, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist, and entertainment destinations dominate the northeast, with 16 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has led the industry by 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).*