



## Media Release

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### **SALMON RUN MALL TO HOST THE “BOOTS, BOWS & BLING” SUNBURST PAGEANT AND MODEL SEARCH SUNDAY, MARCH 1ST**

**Watertown, NY** – Do you have a beautiful baby? Does your child enjoy being in front of an audience? Do you want to be discovered? Sunburst Model Search and Beauty Pageants is always searching for new faces throughout the United States! Join us locally next month:

**Salmon Run Mall “Boots, Bows & Bling” Pageant  
Sunday, March 1<sup>st</sup> at 1 p.m.  
The event will be held at the head of Food Court, near Best Buy**

Current and former contestants have appeared in ads, commercials, television series, movies and all entertainment fields. There are currently Sunburst contestants in Nickelodeon shows, and two former contestants went on to become Miss America and Miss USA. Contestants compete for the opportunity to win up to a \$10,000 savings bond or cash equivalent, plus many more outstanding gifts.

All finalists chosen and crowned on the day of the event will be able to move on to the Sunburst state finals. Everyone is guaranteed a crown and trophy. Judging is based on beauty and personality. There will be winners and runners-up crowned from each of thirteen age divisions and boys are judged separately from girls. There are three boys groups, ages 0 to 9 and ten girls groups ages 0 to 46 (contestants may be married or single).

To receive information on how to enter on Sunday, March 1<sup>st</sup> at Salmon Run Mall, visit [www.sunburstbeauty.com](http://www.sunburstbeauty.com). Pamphlets are available in the Mall Office, or at the kiosk next to Joseph Jacobs Jewelry in Salmon Run Mall (at the head of Food Court). Additional information may also be found by emailing [sunburstbeauty@sunburstbeauty.com](mailto:sunburstbeauty@sunburstbeauty.com).

For more information on this and other events, visit [shopsalmonrunmall.com](http://shopsalmonrunmall.com) or follow us on Facebook!

#### **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)

