



Media Release

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BUNNY IS COMING TO TOWN!

Cherry Hill Programs and Salmon Run Mall Announce Bunny Photo Reservations are Now Open for Easter 2026

Watertown, NY – Easter arrives early this year on Sunday, April 5, 2026, and Salmon Run Mall is excited to announce that Bunny photo reservations are now open for families and friends ready to celebrate the season. Most locations will begin welcoming guests starting Friday, March 20th, giving families plenty of opportunities to capture joyful springtime memories.

“Easter is all about fresh beginnings, family traditions, and celebrating the moments that matter most,” said Mary Shoemaker, Director of Marketing at Cherry Hill Programs. “Our Bunny Magic experience brings that spirit to life by giving families a fun, welcoming way to slow down, connect, and create memories they’ll look back on for years to come.”

Families can choose from a variety of Bunny Magic photo packages to commemorate their visit. The most popular option, Photo Package A+, includes eight professionally printed photos (ranging from 5x7 to wallet sizes), full digital image access, a commemorative 6x8 Easter postcard, an additional 5x7 print, and an exclusive third Bunny pose. Additional packages are available, with full details at WhereIsBunny.com

Merchandise offerings vary by location, and select venues will feature exclusive Easter-themed picture frames, perfect for displaying Bunny photos throughout the spring season.

Each Bunny Magic experience features Bunny dressed in charming spring attire and customized photo sessions complete with limited-edition Easter-themed borders designed exclusively for the 2026 season. These thoughtfully curated details help capture the warmth, joy, and magic of Easter.

Families are encouraged to reserve their Bunny Magic photo experience early at WhereIsBunny.com to secure their preferred date and time for this beloved seasonal tradition. Families who reserve their Bunny Magic experience in advance will receive exclusive partner perks thanks to Cherry Hill Programs’ reservation partners. Each online reservation includes three free months of the Crayola Scribble Scrubbie Pets App, giving kids a playful, interactive digital experience at home. Guests will also receive a special offer from Yankee Candle: a free personalized photo label with the purchase of a large candle, plus \$10 off a \$30 order—perfect for turning their Bunny Magic photo into a custom spring keepsake.

Bunny Magic is available for a limited time. Families are encouraged to book early to secure their preferred date and time for this cherished Easter tradition. For more information on this and other events, visit 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

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

