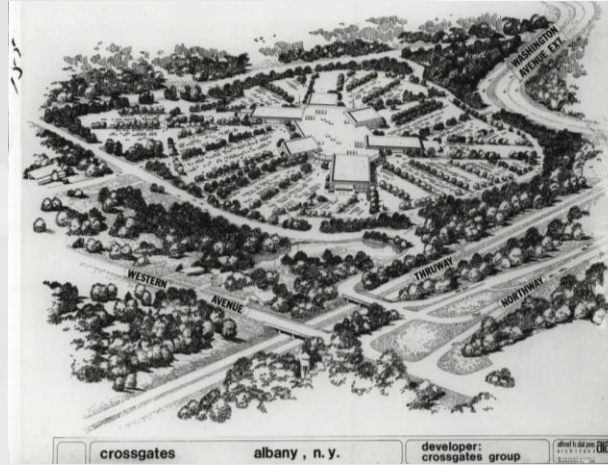


An aerial photograph of the Crossgates Community, showing a large shopping center with multiple white-roofed buildings, extensive parking lots filled with cars, and surrounding green spaces with trees. A highway runs along the right side of the image.

OUR CROSSGATES COMMUNITY

SUNDAY, MARCH 4, 1984

CROSSGATES OPENED ITS DOORS TO THE PUBLIC



CROSSGATES SNAPSHOT

2500

JOBS BROUGHT TO
GUILDERLAND

1ST

LARGEST SHOPPING,
DINING & ENTERTAINMENT
DESTINATION IN THE CAPITAL REGION

180

BUSINESSES

EXCITING NEW OPENINGS

PRIMARK®

 JUICE ETERNITY

MINI
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CO-OP

DRY GOODS

 CRUNCH


BOWLED
Healthy Food Company

THE INSPIRATION | CO.

GOING GOING GONE!
DICK'S

TO OUR FRIENDS, PARTNERS, NEIGHBORS AND GUESTS:

CROSSGATES EXPERIENCES SUCCESS YEAR AFTER YEAR WITH THE NON-PROFIT GROUPS OF THE CAPITAL REGION!

Crossgates donates space to hundreds of not-for-profits and collaborates with them to hold over 500 fundraisers and dozens of major events at the center annually. On average, this results in close to \$750,000 raised for local not-for-profits. Partnering with and giving back to our community is important to us, and we believe it is part of what makes the center successful. Crossgates is pleased to work with all not-for-profit organizations looking to benefit from the center. Whether it is a tabling opportunity for fundraising and awareness campaigns, or a large event in the common area, our doors are always open.

TOGETHER, WE CAN MAKE A DIFFERENCE!

HOLIDAY GIVING

Each holiday season, Crossgates opens its doors to several nonprofits for their holiday fundraisers. From large national groups with local chapters to Capital Region sports organizations, dozens come through the center each season, many hosting their largest fundraisers of the year.

Organizations such as American Cancer Society of The Capital Region, Make-A-Wish of Northeastern NY and Regional Food Bank of Northeastern NY, among several others, move in for the entire season to host their annual giving campaigns.

This six weeks of giving generates over \$100,000 in donations annually going directly to these local nonprofits in need.

This year, to begin the season of giving, Crossgates was part of the Regional Food Bank of Northeastern NY's Thanksgiving Distribution where over 200 vehicles came out to receive their Thanksgiving meal before the holiday.





CANSTRUCTION

CANstruction is a design/build competition made up of talented teams of architects, designers, builders, and engineers that join forces to create innovative and gravity-defying structures embodying a theme, this past year "New York State of Mind!" The structures are made entirely of canned food, instead of bricks, stone, glass, and other traditional building materials. Benefitting The Food Pantries for the Capital District, these structures were on display at Crossgates from May 7, 2025 – May 19, 2025. Celebrating 14 years of competition in the Capital Region, the event moved to Crossgates for the first time in 2023, & the partnership will continue in 2026.

This year, a record breaking **71,826 cans** as well as **\$50,000** in cash was donated to The Food Pantries for the Capital District as a result of this event.



EMPIRE STATE YOUTH ORCHESTRA PLAYATHON

Hundreds of student musicians in the Empire State Youth Orchestra ensembles share their love of music with the community during the all-day 'Playathon' at Crossgates. The event, which is a fundraiser for the organization, is free to attend and features multiple musical ensembles that include everything from classical to percussion to jazz. ESYO raises over **\$100,000** annually.

The annual 'Playathon' is the ESYO's largest fundraiser and is also the only time that all of the performing ensembles come together, to share their musical talent with the public. The marathon musical event helps ESYO ensure no qualified musician is ever turned away because of the inability to pay.

COMMUNITY TESTIMONIALS:

“Since 2022, we have hosted our event, Capital Region Canstruction, at Crossgates Mall. The venue provides the space and functionality that suits the needs of our large-scale event perfectly. Crossgates Mall provides unlimited potential for exposure to our event, and we are thrilled to give mall visitors a well-curated art exhibit to view as they visit. The staff at Crossgates is extremely attentive to our needs, organized, and genuinely invested in making our event a success. They are responsive, accommodating, and a true joy to work with. Our event is very logistics heavy and the staff ensure everything runs smoothly related to the space, allowing us to focus on our program. We’re so grateful for the exceptional team at Crossgates and we would highly recommend them to anyone looking for the perfect place to host their next event.”

– Jill Shorter, Capital Region Canstruction –

“Our volunteers have been volunteering in Crossgates for 18 years wrapping holiday gifts every winter. The reason they return is not just because of the successful fundraising but because of the amazing interactions with the shoppers. They celebrate our volunteers, share stories, grieve together (since so many share their cancer stories with us), and come together as a community. We are so grateful to have a local partner like Crossgates to help us promote and fund our life saving mission!” – Nick Liporace, American Cancer Society –

“The team at Crossgates Mall, have continually gone above and beyond to support Best Buddies International and the greater Capital Region community. Best Buddies is proud to partner with Crossgates Mall for our annual Friendship Walk, which has raised well over \$500,000 since we began our partnership. Each year, our walk attendees look forward to coming to Crossgates Mall to celebrate inclusion while enjoying entertainment graciously allowed by Jennifer and her team.” – Kate Nitti Desmond, Best Buddies –

CROSSGATES IS PROUD TO PARTNER WITH THE FOLLOWING COMMUNITY ORGANIZATIONS:



BOYS & GIRLS CLUBS
OF THE CAPITAL AREA



girl scouts 
of northeastern
new york



**Ronald McDonald
House Charities**
of the Capital Region

CROSSGATES IS PROUD TO PARTNER WITH THE FOLLOWING COMMUNITY ORGANIZATIONS:



AWARENESS CAMPAIGNS

Groups using the center for fundraising purposes will not only be in the eyes of millions of annual visitors but will also be included in our social media & website outreach. Crossgates is happy to help promote local organizations to let our guests know about their cause.

**Have a question? A campaign you want to promote?
An event you want to host? Or simply looking for
more information? Please don't hesitate to reach out.
We'd love to hear from you!**

Crossgates is a part of a community, just like your organization, and we look forward to working with you in 2025 and beyond!



DONATION REQUESTS

Crossgates event space, tabling, and conference rooms are FREE for 501(c)(3) non-profit use. Groups are asked to fill out and submit the required paperwork in order to be granted access.

Giveaways are available on a first come, first serve basis. Groups are asked to submit a letter of request two months prior to the date of their event.

Many of our stores, restaurants, and entertainment venues will partner and donate to various not-for-profit organizations.

Please submit all requests to the Crossgates Marketing Department at www.shopcrossgates.com/community.



WE STRIVE FOR OUR COMMUNITY.
WE SURVIVE BECAUSE OF THE COMMUNITY.

WE ARE CROSSGATES

Helping our neighbors within our local city and community is a priority for the management team here at Crossgates. We take pride in our center and the communities in which we live that surround Crossgates. Time spent helping others is time well spent.



FROM OUR FAMILY TO YOURS, THANK YOU!

Jennifer Smith

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518-869-3522 x 4015

Leslie Mugrace

Marketing Director

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#CROSSGATES

www.shopcrossgates.com

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