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**FOR IMMEDIATE RELEASE**

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**Contact:**

Jessica Pecchia

845.297.7600

[jessicapecchia@pyramidmg.com](mailto:jessicapecchia@pyramidmg.com)

**Poughkeepsie Galleria: The Hudson Valley's 2019 Prom Headquarters**

**Poughkeepsie, NY** – This past Saturday, February 23<sup>rd</sup>, Poughkeepsie Galleria and 96.1 Kiss FM kicked off the prom prep season with hundreds of attendees, numerous vendors and a fashion show, designating Poughkeepsie Galleria as the 2019 Prom Headquarters. Hudson Valley high school students can find every item needed for prom this season all conveniently located under one, climate-controlled roof.

Hosted by J Will of 96.1 Kiss FM and Illusionist Ryan Dutcher, Promposal was a smashing success and fun event for teens with contests like the Up-Do challenge, Tie-Tying challenge and a Pin the Corsage challenge sponsored by Flowers by Angel who raffled off a free boutonniere and corsage package to the lucky winner.

The Prom fashion show took over Center Court utilizing the spiral staircase as the runway and featured current high school students from Arlington High and John Jay High Schools. The volunteer models had the special opportunity to have hair done by the InStyle Salon located inside JCPenney as well as make-up done by Sephora in JCP, Clinique, Lancôme and MAC beauty counters in Macy's. All fashion show clothing was provided by Chic Boutique, JCPenney, Macy's and Via Roma Menswear.

Throughout Promposal, over \$1000 in prizes was awarded to event goers, a free Prom dress from JCPenney, free makeovers, as well as half-off tuxedo rentals and accessories from several stores including; Bath & Body Works, Build-a-Bear, C&C Unisex, Charlotte Russe, Claire's, Famous Footwear, Forever 21, Gertrude Hawk, ILY, Sicilian Delight, Victoria's Secret and Wetzels Pretzels. Promposal was supported by several of Poughkeepsie Galleria's generous retailers with the most mall-wide participation since we celebrated our 30<sup>th</sup> Anniversary in August 2017. The event was sponsored in part by Durant's Party Rental as well as Mid-Hudson Limousine Service who parked a stretch Lincoln Navigator for display in Center Court.



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Junior League of Poughkeepsie was also in attendance promoting their 6<sup>th</sup> Annual Cinderella's Closet event where girls in need can "shop" for formal attire. A collection box is located in Management hallway and donations of new or gently used modern formal and cocktail dresses, shoes and accessories can be donated until March 23<sup>rd</sup>.

For more information, please visit [Poughkeepsie Galleria's website](#).



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**About Poughkeepsie Galleria**

Poughkeepsie Galleria is Dutchess County's largest, most dominant shopping destination for over 30 years. Anchored by Macy's, Target, Best Buy, Sears, JCPenney, Dick's Sporting Goods, Poughkeepsie Galleria offers 120 retail shops including Regal Cinemas. Additional information can be found at [www.PoughkeepsieGalleriamall.com](http://www.PoughkeepsieGalleriamall.com) and you can find Poughkeepsie Galleria on Facebook ([Facebook.com/PoughkeepsieGalleria](https://www.facebook.com/PoughkeepsieGalleria)), Twitter ([@PokGalleria](https://twitter.com/PokGalleria)) and Instagram ([@Poughkeepsie\\_Galleria](https://www.instagram.com/Poughkeepsie_Galleria)).

**About Pyramid Management Group, LLC**

Pyramid Management Group, owner of Poughkeepsie Galleria, 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).