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FOR IMMEDIATE RELEASE

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Juice Eternity Coming Soon to Crossgates

-Opening Fall 2024-

Guilderland, NY – We are thrilled to announce that the downstate smoothie and juice bar, Juice Eternity, will be opening a new location here at Crossgates this fall.

Juice Eternity’s mission is to find the healthiest ingredients to serve customers. They prioritize organic, locally grown produce, and support small farms. A portion of each sale gets donated to important local causes. Customers can feel good knowing that their dollars are invested right back into the community every time they pick up an organic juice, smoothie, or snack with them.

Their menu includes fresh juices, smoothies, smoothie bowls, oatmeal and wellness shots.

“We are excited to add Juice Eternity to our growing mix of national and local brands here at Crossgates. Juice Eternity will add a welcomed new healthy alternative to the center.” said Leslie Mugrace, Crossgates Marketing Director.

Juice Eternity will be located on the upper level in the food court. For more information about Juice Eternity, follow them on [Instagram](#) and [Facebook](#).

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About Crossgates:

Crossgates is the Capital Region's premier shopping, dining and entertainment destination offering an impressive selection of national brands and the newest retail concepts. The center is anchored by Macy's, JCPenney, Dick's Sporting Goods, Primark and Best Buy, while offering more than 180 retail shops, including Apple. Crossgates offers 10 entertainment venues and over 20 on-site eateries, such as Dave & Buster's, Get Air, Billy Beez, Apex Entertainment, The Standard Restaurant & Lounge, Maggie McFly's and Regal Cinemas with IMAX. Or simply relax at our award-winning day spa, Spa Mirbeau. Located adjacent to a dual-branded 192-room Homewood Suites and Tru by Hilton hotel, Crossgates is your destination to **EAT. SHOP. PLAY. STAY**. Additional information regarding Crossgates can be found at shopcrossgates.com, [Facebook](#), [Instagram](#), and [Twitter](#).

About Pyramid Management Group, LLC:

Pyramid Management Group, owner of Crossgates, 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 and expanding hospitality presence dominates the northeast with 10 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.