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**#PALISADESCARES CAMPAIGN TO PROMOTE NON-PROFIT PARTNERSHIPS**

**WEST NYACK, N.Y.:** On Friday, January 11<sup>th</sup>, 2019, Palisades Center hosted the monthly Hospitality & Tourism Council meeting on behalf of the Rockland Business Association in their community rooms. The center had the opportunity to present “A Look at Palisades Center: Preparing for the Future” focusing on its history, community relations, and plans for the future. In addition, the meeting was the launch platform for the #PalisadesCares campaign, highlighting partnered non-profit organizations.

Palisades Center experienced another successful year of partnering with Clarkstown, Rockland County, and the non-profit community! In addition to the center’s events, from the 75 non-profit organizations that utilized the center for meeting space, fundraising, and awareness campaigns, 560 community events were held in 2018. From blood drives, flash mobs, and awareness campaigns in the food court, there is a place for all organizations at Palisades Center!

Palisades Center is proud to partner with the following community organizations, including the Indian Cultural Society, the armed forces, Camp Venture, Big Brothers Big Sisters of America, Make-A-Wish Foundation, Buffalo Soldiers, People to People, and many more! Some highlighted events from 2018 include Laps for Literacy with United Way of Rockland, gift wrapping with American Cancer Society, and a flash mob with Center for Safety & Change. One of the long-time groups comes from Nyack Hospital, holding their weekly Parkinson’s support group for the past twenty years!

“Giving back to the community is important to the Palisades Center team,” says Darrin Houseman, General Manager of Palisades Center. “Palisades Cares is our way of saying “thank you” to the local non-profit organizations throughout Clarkstown and Rockland County.”

The first #PalisadesCares Spotlight was awarded to the Mid-Hudson Regional Addiction Resource Center. To learn more about the organization, please visit <https://www.palisadescenter.com/palisadescares-spotlight-mid-hudson-regional-addiction-resource-center/>. All community organizations that benefit from the center are included in monthly emails for community access updates and announcements.

Organizations that are interested may visit [www.palisadescenter.com/eventspaces](http://www.palisadescenter.com/eventspaces) to start the application process for all types of events. To learn more about happenings at the center, please visit [www.palisadescenter.com](http://www.palisadescenter.com).

**About Palisades Center**

Palisades Center is among the top ten most visited malls in America and is the premier shopping, dining and entertainment destination in Southern New York. Located just 30 minutes north of NYC, Palisades Center is a four-level shopping center offering over 225 brands, 16 sit-down restaurants, a bowling alley, ice rink, the world's tallest indoor ropes course, comedy club, and more. With its unique and diverse merchant mix, Palisades Center is the go-to place for local shoppers and tourists alike. To learn more, visit [www.palisadescenter.com](http://www.palisadescenter.com), [www.facebook.com/palisadescenter](https://www.facebook.com/palisadescenter), [www.twitter.com/palisadescntr](https://www.twitter.com/palisadescntr), or [www.instagram.com/palisadescntr](https://www.instagram.com/palisadescntr).

**About Pyramid Management Group, LLC**

Pyramid Management Group, owner of Palisades Center, is one of the largest, most innovative, privately-held shopping center developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 18 properties located throughout New York, Massachusetts and

Virginia. For over 40 years, Pyramid has led the industry in combining the best elements of traditional retail with world-class dining, entertainment and hospitality, all under one roof. For more information, visit [www.pyramidmg.com](http://www.pyramidmg.com).

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