



FOR IMMEDIATE RELEASE:

March 31, 2021

MARKETING CONTACT:

Keri Cunningham, Marketing Director

KeriCunningham@pyramidmg.com

845-348-1005, ext. 110

**PALISADES CENTER PARTNERS WITH NEW YORK BLOOD CENTER
FOR URGENT DONATION COLLECTIONS**

WEST NYACK, N.Y. (March 2021): New York Blood Center (NYBC) will host a blood drive on Thursday, April 8 and Friday, April 9 from 12:00pm to 6:00pm at Palisades Center. The NYBC will be located on Level One near Kay Jewelers so shoppers can conveniently give the gift of life while shopping. Participating donors will receive a digital gift card valued at \$10 that can be used at a select number of businesses throughout Palisades Center.

The region's blood supply is dangerously low, and donors are desperately needed. NYBC currently has a four-day supply of blood, which is well below what is needed by area hospitals. New York's healthcare system requires 1,500 donations each day to treat patients ranging from trauma victims to newborn babies and their mothers to cancer patients. Donors with type O and type B blood are especially needed as NYBC currently has a one to two-day supply of these blood types.

The NYBC is taking extra precautions to help prevent the person-to-person spread of COVID-19. As always, people are not eligible to donate if they are experiencing a cold, sore throat, respiratory infection, or flu-like symptoms. Additional information on donor eligibility and COVID-19 precautions is [available here](#).

WHERE: Level One near Kay Jewelers, 1000 Palisades Center Drive, West Nyack, NY 10994

WHEN: Thursday, April 8 and Friday, April 9 from 12:00PM to 6:00PM. Registration is strongly encouraged:

4/8 - https://donate.nybc.org/donor/schedules/drive_schedule/291093

4/9 - https://donate.nybc.org/donor/schedules/drive_schedule/291096

WHO: Blood Donors, Volunteers, and New York Blood Center Representatives

WHY: A single donation can save multiple lives.

###

About Palisades Center

Palisades Center is a four-level shopping center offering 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, www.facebook.com/palisadescenter, www.twitter.com/palisadescntr, or www.instagram.com/palisadescntr.

About Pyramid Management Group, LLC

Pyramid Management Group 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 dominate the northeast with 14 properties located throughout New York and Massachusetts. For 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 New York Blood Center

Founded in 1964, New York Blood Center (NYBC) is a nonprofit organization that is one of the largest independent, community-based blood centers in the world. NYBC, along with its operating divisions Community Blood Center of Kansas City, Missouri (CBC), Innovative Blood Resources (IBR), Blood Bank of Delmarva (BBD), and Rhode Island Blood Center (RIBC), collect approximately 4,000 units of blood products each day and serve local communities of more than 75 million people in the Tri-State area (NY, NJ, CT), Mid Atlantic area (PA, DE, MD, VA), Missouri and Kansas, Minnesota, Nebraska, Rhode Island, and Southern New England. NYBC and its operating divisions also provide a wide array of transfusion-related medical services to over 500 hospitals nationally, including Comprehensive Cell Solutions, the National Center for Blood Group Genomics, the National Cord Blood Program, and the Lindsley F. Kimball Research Institute, which — among other milestones — developed a practical screening method for hepatitis B as well as a safe, effective and affordable vaccine, and a patented solvent detergent plasma process innovating blood-purification technology worldwide.