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**PALISADES CENTER AND WESTCHESTER NY MOMS PARTNER
FOR BACK-TO-SCHOOL CONTEST**



West Nyack, NY (August 2021): Palisades Center and Westchester NY Moms have announced a Back-to-School Shopping Spree Contest where one lucky winner will receive \$500 in gift cards from a variety of businesses located in Palisades Center.

Westchester NY Moms is an online community of over 12,000 moms from Westchester, New York, and the surrounding areas. They provide a trusted go-to guide for parents to discover the best tips and things to do with kids locally through their social media pages, dedicated website westchesternymoms.com, blog, community calendar, and emails.

Major brands including Old Navy, Dick’s Sporting Goods, Target, and Barnes & Noble have contributed to the prize.

“Back-to-school is one of retail’s biggest spending events of the year,” said **Darrin Houseman, General Manager of Palisades Center**. “Our partnership with Westchester NY Moms has provided us with a fun way to help one lucky guest offset some of the expenses it takes to prepare kids for the new school year. Good luck to everyone!”

“It’s been such a challenging time for everyone,” said **Melissa Krochek, Founder & CEO of Westchester NY Moms**. “The pandemic has affected all of us. We are delighted to offer local parents the opportunity to win gift cards at the Palisades Center— a great place to shop for everything you need for back to school.”

For a full list of stores participating, entry form, and rules, visit <https://www.palisadescenter.com/back-to-school-giveaway>. The deadline to enter is September 5, 2021. The winner will be chosen at random and contacted via email.

For more information on new and opening retail, dining, and entertainment attractions at Palisades Center, visit www.palisadescenter.com. For more information on Westchester NY Moms, visit www.westchesternymoms.com.

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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.