

**FOR IMMEDIATE RELEASE:**

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**PALISADES CENTER PARTNERS WITH NEW YORK BLOOD CENTER  
TO STRENGTHEN THE REGION'S BLOOD SUPPLY**

**WEST NYACK, N.Y.:** Palisades Center will host New York Blood Center's (NYBC) Busmobile in parking Lot F outside of the Cheesecake Factory on Thursday, March 19, 2020 from 12:00pm - 6:00pm in an effort to prevent blood shortages throughout the region.

A huge percentage of blood donations in our region come from blood drives that are hosted by high schools, colleges, community organizations and businesses. As these groups take precautions in response to the coronavirus (COVID-19) outbreak, NYBC is seeing a growing number of cancelled blood drives for the months of March and April that pose a significant threat to the blood supply.

"Every donation at every blood drive is critical," said Christopher D. Hillyer, MD, President and CEO of New York Blood Center. "As healthy, eligible donors, we have a responsibility to our neighbors to keep the blood supply safe and robust. A resilient healthcare system is more important than ever and we're counting on everyone to help maintain that."

"We are happy to provide space for NYBC's Busmobile and support their efforts to increase the community blood supply," said Darrin Houseman, General Manager of Palisades Center.

Donating blood is safe and the NYBC staff are trained in universal precautions to help prevent the risk of spreading infectious agents. They are also regularly cleaning public surfaces. As always, people are not eligible to donate if they're experiencing a cold, sore throat, respiratory infection or flu-like symptoms. Donors should refrain from donating if they have come into contact with anyone who has a confirmed case of COVID-19.

To schedule an appointment visit [https://donate.nybc.org/donor/schedules/drive\\_schedule/278849](https://donate.nybc.org/donor/schedules/drive_schedule/278849). Appointments are preferred, but walk-ins are always welcome. Donors must remember to eat, drink and bring their DONOR ID or ID with name and photo. For eligibility information visit [www.nybc.org](http://www.nybc.org) or call (800) 933-2566. For any other questions, please contact Robin Friehling at (914) 447-3516 or [rfriehling@nybc.org](mailto:rfriehling@nybc.org).

To learn more about Palisades Center and other happenings, please visit [www.palisadescenter.com](http://www.palisadescenter.com).

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**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**

Pyramid Management Group, owner of Palisades Center, 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 16 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](http://www.pyramidmg.com).