



FOR IMMEDIATE RELEASE:

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

WEST NYACK, N.Y. (December 2020): New York Blood Center (NYBC) will host a blood drive this Monday, December 21 to Tuesday, December 22 and Tuesday, December 29 to Wednesday, December 30 at Palisades Center as part of a series of blood drives through the month of December. The NYBC will be located on Level Two near Macy's so shoppers can conveniently give the gift of life while shopping this holiday season. Throughout the month, NYBC hopes to collect 150 donations, which can help up to 450 patients.

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](#).

Before COVID-19, mobile blood drives hosted by high schools, colleges, businesses, and other organizations made up approximately 75% of the region's incoming blood supply. The number of blood drives has dropped by two-thirds this year due to the pandemic. NYBC is seeking partnerships to host drives in large venues. If you have a space available and would like to host a blood drive, please visit <https://donate.nybc.org/donor/schedules/name>.

WHERE: Level Two near Macy's, 1000 Palisades Center Drive, West Nyack, NY 10994

WHEN:

- Monday, December 21 and Tuesday, December 22 from 1:00 to 7:00PM
- Tuesday, December 29 and Wednesday, December 30 from 1:00 to 7:00PM

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

WHY: It only takes one hour to donate, and a single donation can save multiple lives. Roughly one in seven hospital admissions require a blood transfusion. Those in need include cancer patients, accident, burn, or trauma victims, newborn babies and their mothers, transplant recipients, surgery patients, chronically transfused patients suffering from sickle cell disease or thalassemia, and many more.

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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.

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.