

FOR IMMEDIATE RELEASE:

January 16, 2020

MARKETING CONTACT:

Keri Cunningham, Marketing Director

KeriCunningham@pyramidmg.com

845-348-1005, ext. 110



**PALISADES CENTER PARTNERS WITH
UNITED WAY OF ROCKLAND COUNTY FOR LAPS FOR LITERACY EVENT**

WEST NYACK, N.Y.: Palisades Center will host United Way of Rockland County, Inc.'s (UWRC) 2020 Laps for Literacy Mall Walk on Sunday, February 9, 2020. The event will take place in the East Court on Level One, near H&M starting at 9:00 a.m. This walk increases awareness of the literacy challenges facing Rockland County youth and raises funds to address these challenges.

Statistics inform us that children who are not reading on grade level at the conclusion of third grade are four times more likely to drop out of school. Even more alarming, is the fact that children in poverty who are not reading on grade level at the conclusion of third grade are 13 times more likely to drop out of school.

All funds raised from the UWRC's Laps For Literacy Mall Walk will be applied to supplementary reading, education and mentoring programs aimed at increasing the literacy levels of Rockland County youth, and keeping them in school. These programs provide literacy home visits, after-school playgroups, and information and referral services for Rockland County families as well as after-school mentoring, tutoring, and homework help.

To obtain registration and sponsorship forms or to register online, go to <https://www.palisadescenter.com/event/unity-way-of-rocklands-laps-for-literacy/>.

WHAT: United Way of Rockland County's Laps for Literacy Mall Walk

WHEN: Saturday, February 9th, starting at 9:00 a.m.

WHERE: East Court, on Level One

To learn more about Palisades Center and other happenings, please visit 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, www.facebook.com/palisadescenter, www.twitter.com/palisadescntr, or 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.

About United Way of Rockland

The United Way of Rockland is a local, independent organization that envisions a community where individuals and families have the skills and opportunity to achieve a quality education, financial stability and a healthy lifestyle. In support of this vision,

the United Way brings together local nonprofit, corporate and government partners to identify and address the root causes of our community's most pressing issues. United, we can bring positive change to Rockland County. For more information, visit the United Way of Rockland at www.uwrc.org.