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**ARENA STEM TO OPEN FLAGSHIP STORE AT PALISADES CENTER**

**WEST NYACK, N.Y.:** Arena STEM, a center offering a combination of entertainment, education and retail will open its flagship store at Palisades Center this Spring. The new store will be located on Level 3 near the Food Court.

Arena STEM, founded by Sergei and Julia Manevich of New Jersey, is a new and innovative retailtainment concept focused on activities in technical science, sports and hobby. It offers people of all ages the ability to interact with the products being sold through real-life models, tracks, events, contests, and classes that include 3-D drawing, robotics, modelmaking, and more.

“STEM activities have become an integral component of education in the United States and throughout the world,” said founders Sergei and Julia Manevich. “Arena STEM is a fun environment that utilizes STEM principles and fosters self-expression, critical thinking and innovation. We would be remiss if we didn’t thank our co-founder Lenny Lozinsky, and Starta Ventures’ partners, Serge Milman and Alexey Girin. They believed in our project and supported us with advice and investment.”

“Arena STEM is going to provide Palisades Center customers with a unique and immersive experience,” said Darrin Houseman, General Manager of Palisades Center. “We are excited to offer our guests another great place within the Center to create, explore, and play.”

To learn more about Arena STEM please visit <https://www.arenastem.com/>. To learn more about the 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 148 retail stores, 30 dining options, and 16 entertainment options, including 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, 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](http://www.pyramidmg.com).