



FOR IMMEDIATE RELEASE: August 12, 2020

MARKETING CONTACT: Keri Cunningham, Marketing Director
KeriCunningham@pyramidmg.com
845-348-1005, ext. 110

PALISADES CENTER RETAILERS SUPPORT STUDENTS AND TEACHERS GOING BACK TO SCHOOL

West Nyack, NY (August 2020): One of retail's biggest spending events of the year, Back to School, is upon us. As students begin to understand where and how they will be learning, retailers are adjusting inventories, marketing and operations. Even with this constant change and uncertainty, Palisades Center retailers are giving back and providing support to students and teachers to help ensure their success.

Best Buy launched a new Parent Hub that includes tech recommendations for distance learning, tech tip videos and other resources that are designed to help parents with the demands of virtual learning. They also have a Student Hub where students can go to sign up for exclusive student deals and get help on choosing the right device to meet their needs.

Burlington is teaming up with AdoptAClassroom.org to help teachers and students locally and nationwide get the educational resources they need to succeed. Dollar donations are being accepted at checkout or you can donate online at www.burlington.com.

The DICK'S Sporting Goods Foundation, dedicated to providing opportunities for youth to play sports, is collecting monetary donations through August 31 in memory of their employee, Jim Pesci and his passion for youth sports.

DSW is celebrating teachers by giving away \$10,000 cash, free shoes and more. Students can nominate a favorite teacher for a chance to win. In addition, during the month of August, teachers will receive 20% off in-store purchases. Contest rules and restrictions are available on www.dsw.com.

[Five Below](#) is partnering with the Kids In Need Foundation to provide free backpacks to students most in need. Add five dollars to your total purchase and a backpack will be donated to a child through the Foundation.

[The Hollister Confidence Project](#) is an initiative dedicated to helping all teens feel confident, comfortable and capable. One dollar from every Hollister Confidence Project Face Mask sold will support the Hollister Confidence Project. You can also donate to the project by rounding up your purchase at checkout.

When you shop at [Staples](#), 20% of your purchase will go directly to the rewards account of any educator you choose. More information can be found at www.staples.com/classroomrewards.

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

###

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.