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PALISADES CENTER PARTNERS WITH UNITED STATES CENSUS BUREAU TO IMPROVE RESPONSE RATES IN ROCKLAND COUNTY

WEST NYACK, N.Y. (September 2020): Census employees will be on-site at Palisades Center every Saturday and Sunday through the end of September to improve the Rockland County self-response rate. As of August 31, the Rockland County self-response rate was 68.2%, leaving more than 34 thousand housing units that have not had their residents counted, equating to a potential loss of \$340 million to Rockland communities.

“More than \$675 billion is distributed annually based on Census data and those dollars go directly towards programs our residents depend on, like health insurance, infrastructure, schools and nutrition support,” said **Rockland County Executive Ed Day**. “Funds determined by Census numbers also benefit our hospitals, healthcare centers and disaster recovery programs; programs that all too recently have been severely impacted by both the COVID-19 pandemic and severe weather. I cannot emphasize enough how vital it is to be counted before the September 30th deadline. Please help Rockland County receive it’s fair share.”

“If Rocklanders don’t fill out the Census form, we are leaving money on the table for the next ten years. The funds are not saved by the federal government; they are shifted toward states with less need,” **Rockland County Legislator Harriet Cornell** said. She noted that the Census also determines the number of representatives each state gets in Congress. If a state’s population declines, it sends fewer people to the U.S. House of Representatives, watering down a state’s voice and ability to get needed funding and programs. “Please, if you haven’t yet completed your Census, I urge you to do so now. It takes a very few minutes to fill out the form and vital funding for our county and state is on the line.”

“We are happy to provide a safe space for Census employees to educate the community on the importance of the Census and to collect responses,” said **Darrin Houseman, General Manager of Palisades Center**.

Census employees will be located on all four levels throughout the Center on Fridays from 3:00 to 7:00PM, Saturdays from 1:00 to 7:00PM, and Sundays from noon to 6:00PM until the end of the month. The Census is 12 questions that can be answered in 10 minutes. Residents who complete the Census on-site at Palisades Center will receive a coupon book with hundreds of dollars in savings from Palisades Center businesses.

Census staff will be wearing face masks and have been trained in all social distancing protocols for conducting in-person interviews. Residents will be able to identify Census Bureau staff by their official ID badge. A Census taker's identity may also be confirmed by calling 844-330-2020.

To learn more about the Census visit 2020Census.gov. To learn more about Palisades Center and other happenings, please visit PalisadesCenter.com.

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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.