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**PALISADES CENTER CELEBRATES UNITED WAY OF ROCKLAND'S
FALL DAY OF CARING**

-- Annual community "Day of Caring" event brings residents together to help clean-up Rockland County while supporting seniors --

WEST NYACK, N.Y. (October 2020): United Way of Rockland will kick-off their 27th Annual Fall Day of Caring event on Monday, October 5. Celebrated as the largest community service event in Rockland County, Fall Day of Caring mobilizes a collective force for good with the United Way as its backbone. This year, Fall Day of Caring has been reimagined as a 10-day event, from October 5-16, offering participants flexible, socially distant and creative volunteer opportunities. Volunteer teams from local colleges, companies, and community organizations work together to reach a shared goal of improving the lives of individuals and families in need, which is needed now more than ever.

Palisades Center's management staff will be celebrating by volunteering in a Cleanup with Rockland County non-profit, Keep Rockland Beautiful. The Cleanup will take place on Tuesday, October 6 starting at 10:00am in the Route 303 park and ride lot across from Palisades Center in West Nyack. They will also be assembling United Way Senior Activity Kits over the two-week period that will be distributed to homebound seniors who are isolated and need engagement, as well as seniors in local nursing home facilities.

"Our Day of Caring events are crucial to our nonprofit partners," said **Dana Treacy, President & CEO of United Way of Rockland**. "Volunteers like the Palisades Center management team are critical to help complete projects that non-profits couldn't otherwise afford. Agencies in Rockland are able to get so much more done when we work together."

"Keep Rockland Beautiful is working as hard as ever to create a fun and safe cleanup environment for all," said **Sara Fernandez, Clean Up Coordinator for Keep Rockland Beautiful, Inc.** "Our goal is to bring people

together to educate them about the environment and make a cleaner, greener, community for all. Palisades Center's willingness to volunteer each year puts us one-step closer to achieving our goals!"

"My deepest gratitude to the volunteers and sponsoring business entities that help the United Way of Rockland do so much in times of crisis," said **Rockland County Executive Ed Day**. "I am incredibly impressed with the adaptations put in place by the United Way this year to ensure the health and safety of both volunteers and the agencies and people they're helping. A special note of thanks to the staff at the Palisades Center for their efforts connecting to seniors who may feel more isolated than usual due to the pandemic, your efforts are appreciated."

"United Way's Fall Day of Caring always makes a positive difference for our overall community," **Rockland County Legislator Harriet Cornell** said. "It works because of the volunteers who provide the people power to tackle the various goals of our vital non-profit organizations. This year the management staff of Palisades Center is not only assembling United Way kits, but also volunteering in the outdoor cleanup run by the non-profit Keep Rockland Beautiful. Good thinking by United Way to plan a Day of Caring which will run for ten days to ensure socially distant and flexible opportunities for dedicated volunteers."

"Our management team looks forward to the United Way of Rockland's Day of Caring events each year," said **Darrin Houseman, General Manager of Palisades Center**. "It's a great way to give back to our local community while building camaraderie."

If you are interested in volunteering or sponsorship opportunities, contact Dorothy Atzl, UWRC Development Coordinator, at datzl@uwrc.org or 845-358-8929 or visit www.uwrc.org to access event details and register online.

To learn more about United Way of Rockland and their mission, please visit www.uwrc.org. To learn more about Palisades Center and other happenings, please visit www.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.

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.