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## **ESPORTS GAMING LOUNGE OPENS AT PALISADES CENTER**

**West Nyack, NY (November 2020):** Good Game Lounge, a location for gaming, streaming, tournaments as well as science, technology, engineering, and mathematics (STEM) programs, opened its first location at Palisades Center on Friday, November 13, 2020. The 8,500-square-foot lounge is located on Level One next to Sephora. Good Game Lounge was founded by entrepreneur Malik Adjoyi, a Rockland County resident.

Esports, a form of sport competition using video games, has grown rapidly over recent years and increased the demand for gaming lounges, environments where novice to professional gamers can socialize, practice and participate in gaming tournaments. According to a [recent article](#) published by the University of Nevada, Las Vegas (UNLV), prior to the pandemic, the esports industry market had already surpassed \$1 billion for the first time in 2019.

Good Game Lounge guests will be able to compete in challenges for chances to score access to FightNite Invitational Tournaments that are hosted at various locations around the world.

"Gamers in this area are lacking a place to level up their skills, meet friends and get involved in esports," said **Malik Adjoyi, Owner of Good Game Lounge**. "Good Game Lounge at Palisades Center is that place and more."

"Good Game Lounge adds to the fabric of Rockland's varied sports and recreation ecosystem," said **Jeremy Schulman, Rockland County's Director of Economic Development and Tourism**.

"We congratulate Malik Adjoyi for his innovative vision of bringing competitive video gaming to the Palisades Center, which demonstrates how entrepreneurship is leading Rockland on the road to recovery. As the way we live, work and especially play has dramatically changed, the Palisades Center is the perfect place to capitalize on the rise of esports with its diversified entertainment offerings."

"I am delighted to welcome "Gaming Lounge" to the Palisades Center and the Town of Clarkstown," said **Clarkstown Supervisor George Hoehmann**. "Gaming Lounge offers residents and visitors of our area another great entertainment option at the Palisades Center to have some fun with family and friends. On behalf of the Town, we wish you much success."

Good Game Lounge will also serve as a platform to teach, launch and promote indie game developers into the market. Hundreds of developers have lost their jobs during the pandemic and Good Game Lounge aspires to assist current and future developers with job searches and employable skill training programs.

"Good Game Lounge offers gamers a place to be themselves while enjoying some friendly competition," said **Darrin Houseman, General Manager of Palisades Center**. "It's so important during this time to find ways to socially connect while staying safe. We wish Mr. Adjoyi the best of luck."

A ribbon cutting ceremony will take place this Thursday, November 19 at 10:00am in front of Game Lounge on Level One next to Sephora.

For more information on new and opening retail, dining and entertainment attractions at Palisades Center, visit [palisadescenter.com](http://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](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 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](http://www.pyramidmg.com).