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**SANTA CLAUS RETURNS TO PALISADES CENTER WITH
A SAFE AND MEMORABLE EXPERIENCE FOR GUESTS**

--Santa Claus IS coming to town, arriving at Palisades Center on November 27th!--

West Nyack, NY (November 2020): He's making a list and covering his face, and in addition, this year, he's taking steps to keep everyone safe... Santa Claus IS coming to town! Palisades Center has taken the liberty to alter the lyrics of the famous Christmas jingle to announce Santa's return in 2020. In coordination with Cherry Hill Programs, the industry-leader in experiential holiday photography experiences, Santa is scheduled to arrive at Palisades Center on Black Friday, November 27, 2020.

There will be plenty of fun and magic, as well as a focus on the health and well-being of everyone. Guests are encouraged to plan their visit with Santa ahead of time and review the safety measures being taken based on guidance from the Centers for Disease Control & Prevention online at www.WhereIsSanta.com or www.cherryhillprograms.com/CovidGuidelines.

Reservations are strongly encouraged with walk-up visits available as space allows throughout the day. Best practices will be followed: maintaining social distance, face masks required for everyone and enhanced cleaning between visits.

"It's important to keep as much of the beloved holiday tradition alive, now, more than ever," said **Palisades Center Director of Marketing Keri Cunningham**. "We could all use a dose of

Santa's merry disposition, but we also have to evolve with the times and do it safely. We've been strategizing with Cherry Hill to accomplish that goal."

"Ho, ho, ho! I'm looking forward to seeing all of the good boys and girls in Clarkstown this year," said **Claus**. "I know this will be a very different season for us all, but it will be a very special one because we all get to keep the magic of the season alive in a way that's safe and memorable for everyone!"

A full schedule of events regarding Santa's special appearances will be released in mid-November.

For more information about the Palisades Center protocols, click here: <https://bit.ly/3eal3f2>.

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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.