



FOR IMMEDIATE RELEASE:

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**NEW YORK BLOOD CENTER ANNOUNCES SUMMER
DONATION COLLECTIONS AT PALISADES CENTER**

WEST NYACK, N.Y. (July 2021): New York Blood Center (NYBC) will host two blood drives on Wednesday, July 21 and August 18 from 12:00pm to 6:00pm at Palisades Center. The NYBC will be located on Level One near Kay Jewelers so shoppers can conveniently give the gift of life while shopping. Every donor will receive a digital gift card valued at \$10.00 that can be used at a select number of businesses throughout Palisades Center.

The NYBC recently announced a blood emergency. The long-term impact of the pandemic has resulted in a year of virtually no youth first-time donors, 3,000 fewer blood drives and 100,000 New Yorkers that have yet to return to donate since before the pandemic. There is chronic gap in blood donations caused by a surge in blood usage as hospitals perform surgeries and patients seek medical care that was postponed during the pandemic.

"Palisades Center is one of our top community partners by accommodating our urgent blood drives," said **Javier Jimenez, Account Manager for New York Blood Center**. "We encourage lapsed donors who have not donated since before COVID-19 and the youth visiting Palisades Center to contribute so we can continue building a healthy blood supply."

“Palisades Center is happy to assist New York Blood Center in their mission to increase blood donations,” said **Darrin Houseman, General Manager of Palisades Center**. “We hope guests will take some time out of their shopping day to donate, because just one donation can save multiple lives!”

The NYBC is taking extra precautions to help prevent the person-to-person spread of COVID-19. As always, people are not eligible to donate if they are experiencing a cold, sore throat, respiratory infection, or flu-like symptoms. Additional information on donor eligibility and COVID-19 precautions is [available here](#).

WHERE: Level One near Kay Jewelers, 1000 Palisades Center Drive, West Nyack, NY 10994

WHEN: Wednesday, July 21 and Wednesday, August 18 from 12:00PM to 6:00PM. Registration is strongly encouraged:

7/21/21 - https://donate.nybc.org/donor/schedules/drive_schedule/294414

8/18/21 - https://donate.nybc.org/donor/schedules/drive_schedule/294415

WHO: Blood Donors, Volunteers, and New York Blood Center Representatives

WHY: A single donation can save multiple lives

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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

Pyramid Management Group, owner of Palisades Center, 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 16 properties located throughout New York and Massachusetts. For nearly 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 New York Blood Center

Founded in 1964, New York Blood Center (NYBC) is a nonprofit organization that is one of the largest independent, community-based blood centers in the world. NYBC, along with its operating divisions Community Blood Center of Kansas City, Missouri (CBC), Innovative Blood Resources (IBR), Blood Bank of Delmarva (BBD), and Rhode Island Blood Center (RIBC), collect approximately 4,000 units of blood products each day and serve local communities of more

than 75 million people in the Tri-State area (NY, NJ, CT), Mid Atlantic area (PA, DE, MD, VA), Missouri and Kansas, Minnesota, Nebraska, Rhode Island, and Southern New England. NYBC and its operating divisions also provide a wide array of transfusion-related medical services to over 500 hospitals nationally, including Comprehensive Cell Solutions, the National Center for Blood Group Genomics, the National Cord Blood Program, and the Lindsley F. Kimball Research Institute, which — among other milestones — developed a practical screening method for hepatitis B as well as a safe, effective and affordable vaccine, and a patented solvent detergent plasma process innovating blood-purification technology worldwide.