



FOR IMMEDIATE RELEASE:

August 15, 2022

MARKETING CONTACT:

Keri Cunningham, Marketing Director

KeriCunningham@pyramidmg.com

845-348-1005, ext. 110

**NEW YORK BLOOD CENTER RETURNS TO PALISADES CENTER FOR URGENT
DONATION COLLECTIONS**

WEST NYACK, N.Y. (August 2022): New York Blood Center (NYBC) recently announced a blood emergency, as the region's ongoing heatwave and summer travel have caused a significant decrease in donations over the past several weeks. The blood supply currently stands at a 1–2-day level, which is well below the ideal level of 5-7-days.

NYBC will host a blood drive Wednesday, August 17, from 12:00 PM to 6:00 PM at Palisades Center. The NYBC will be located on Level One near H&M so guests can conveniently give the gift of life while shopping.

All presenting blood donors will receive a voucher to redeem a free pint of beer, cider, wine or soft drink at a local participating brewery or restaurant.

To make an appointment, donors can call 1-800-933-2566 or visit <https://www.nybc.org/donate-blood/>. Can't donate blood? You can still support NYBC's mission by texting 'NYBC' to '20222' to give \$25.

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 are [available here](#).

WHERE: Level One near H&M, 1000 Palisades Center Drive, West Nyack, NY 10994

WHEN: Wednesday, August 17, 2022, from 12:00 PM to 6:00 PM. Pre-registration is available at <https://www.nybc.org/donate-blood/>.

WHO: Most people qualify as a volunteer donor. Review the [eligibility criteria](#) to see if you can be a lifesaver.

WHY: One pint of blood can save up to three lives.

###

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/palisadescncr, or www.instagram.com/palisadescncr.

About Pyramid Management Group, LLC

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.