



FOR IMMEDIATE RELEASE: April 8, 2021

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PALISADES CENTER AND UNITED WAY OF ROCKLAND LAUNCH *VOLUNTEER IN THE MOMENT* EVENT

WEST NYACK, N.Y. (April 2021): United Way of Rockland (UWRC) will kick-off their 2021 Spring Days of Caring program on Monday, April 19. Celebrated for two-weeks as a large community service event in Rockland County, Spring Days of Caring mobilizes a collective force for good with the United Way as its backbone. This year, UWRC has partnered with Palisades Center to launch the first *Volunteer in the Moment* event as part of the overall Spring Days of Caring program.

Volunteer in the Moment will take place on Saturday, April 24 from 10:00AM to 3:00PM at Palisades Center on Level One in the West Court. UWRC volunteers will be on hand to provide socially distant fun, creative and meaningful ways for guests of all ages to give back. Volunteer opportunities include creating cards for isolated senior citizens and making colorful drawings for people who need a smile. In honor of Earth Day, volunteers will be able to make tote bags out of gently used t-shirts, or encouragement bookmarks out of recycled paper.

“Whether people volunteer for five minutes or five hours, they have the potential to impact someone’s life,” said **Dorothy Atzl, UWRC Development Director**, who is coordinating this event. “The idea behind the *Volunteer in the Moment* event is to provide meaningful volunteer opportunities for the public, to demonstrate that volunteering can be fun, creative, varied and impactful. UWRC is thrilled to be partnering with Palisades Center to offer a spontaneous volunteer experience for the public.”

Palisades Center’s management staff will also be celebrating by volunteering on Thursday, April 22 at Maggie Conway House, a 20-bed rooming house in Orangeburg, New York that provides meals and support services for adults in need of permanent housing. The management staff will plant flowers, spread mulch, rake and clean the landscaping. They will also be assembling United Way Weekend Snack Pack kits over the two-week period that will be distributed to low-income children.

"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**. "This year's *Volunteer in the Moment* event is a great addition that allows our guests to join us in making a meaningful difference in the community where we work, shop, eat and play."

"My deepest thanks to the volunteers and sponsoring businesses which have, particularly over the course of this last difficult year, helped the United Way of Rockland do so much for our community in times of crisis," said **Rockland County Executive Ed Day**. "A special thank you to the staff at the Palisades Center for their effort to involve residents and shoppers in giving back to those in need this year."

"United Way's Spring Days 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 season the management staff of Palisades Center is not only volunteering in various ways but coordinating an opportunity through *Volunteer in the Moment* for all their visitors to contribute to our local community. Congratulations to United Way and Palisades Center on a positive and impactful collaboration."

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.