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## **PALISADES CENTER HIRES KERI CUNNINGHAM AS MARKETING DIRECTOR**

**WEST NYACK, N.Y.:** Palisades Center has hired Keri Cunningham as its new director of marketing. In her role, Cunningham will be responsible for overseeing all of Palisades Center's advertising, public relations, on-site events, community relations, travel and tourism, social media, website and marketing strategies.

"We are excited to welcome Keri, as she brings a wealth of experience to this position," said Darrin Houseman, General Manager at Palisades Center. "Keri's extensive background in marketing make her the ideal choice as we continue to enhance the guest experience through cultivating positive relationships with merchants, local shoppers, travelers and tourists, media and the surrounding community."

Cunningham's immediate priority will be continuing to enhance the comprehensive "Palisades Cares" community-focused initiatives offered at the center, in addition to exploring and experimenting with digital technologies to drive awareness, and out-of-market visitation and tourism to Palisades Center.

"I am excited to be working at Palisades Center with a forward-thinking team committed to re-defining what's next for the center and industry," said Cunningham. "I look forward to playing an integral role in defining and delivering the Palisades Center experience through innovative marketing strategies."

Cunningham most recently served as the Senior Director of Marketing and Research for the Association For Creative Industries, the premier trade association for the global creative arts products industries. There she oversaw the Association's strategic brand and led innovative, fully-integrated marketing programs. Cunningham also served on the Board of Directors for the Kids in Need Foundation whose mission is to provide free school supplies nationally to students most in need. Cunningham has a degree in Marketing Management from Siena College in Loudonville, New York.

### **About Palisades Center**

Palisades Center is the premier shopping, dining and entertainment destination in Southern New York. Located just 30 minutes north of NYC, Palisades Center is a four-level shopping center offering over 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](http://www.facebook.com/palisadescenter), [www.twitter.com/palisadescntr](http://www.twitter.com/palisadescntr), or [www.instagram.com/palisadescntr](http://www.instagram.com/palisadescntr).

**About Pyramid Management Group, LLC**

Pyramid Management Group, owner of Palisades Center, is one of the largest, most innovative, privately-held shopping center developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 18 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has led the industry in combining the best elements of traditional retail with world-class dining, entertainment and hospitality, all under one roof. For more information, visit [www.pyramidmg.com](http://www.pyramidmg.com).

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