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FREE CONE DAY FOR HÄAGEN-DAZS AT PALISADES CENTER

WEST NYACK, N.Y.: Ice cream fans across Rockland County and beyond can celebrate Free Cone Day by visiting Häagen-Dazs at Palisades Center! Guests can enjoy one free scoop of ice cream in a sugar cone, cake cone, or cup.

This year, Häagen-Dazs has dedicated the event to the one of their biggest contributors, bees! Häagen-Dazs is built on a passion for transforming the finest ingredients into extraordinary ice cream. Bees are critical to the environment, supporting one-third of the world's crops, including ingredients that are used in more than one-third of Häagen-Dazs ice cream flavors. Without honey bees, there would be no Vanilla Swiss Almond, Strawberry, or Rocky Road. To learn more about the company's latest milestone and initiative, please visit www.haagendazs.us/save-the-honey-bees for more information.

WHAT: Free Cone Day for Häagen-Dazs at Palisades Center

WHEN: Tuesday, May 14th from 4:00 to 8:00 p.m.

WHERE: Level Three, near the Disney Store

Häagen-Dazs is also pleased to announce their latest Sweet Rewards program! The newly launched rewards system allows guests to earn points on every dollar to unlock exciting offers that can be redeemed all year long. The Sweet Rewards App is available for download through the App Store or Google Play. Guests will need to sign-up for the program in order to participate.

To learn more about Häagen-Dazs, please visit www.palisadescenter.com/tenants/haagen-dazs. To learn more about the center and other happenings, please visit www.palisadescenter.com.

About Häagen-Dazs Shops

The first Häagen-Dazs Shops location opened in Brooklyn, NY in 1976, giving consumers a new outlet for the distinctive velvety, super-premium ice cream of Häagen-Dazs. Today the Häagen-Dazs Shops system in the United States is made up of more than 200 independently owned and operated locations, franchised by The Häagen-Dazs Shoppe Company, Inc., which proudly offer top quality indulgent desserts that start with Häagen-Dazs products. For more information, visit www.haagendazs.us/shops. You can also check out the latest updates at facebook.com/HaagenDazsUS, on Instagram or Twitter.

About Palisades Center

Palisades Center is among the top ten most visited malls in America and 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, [www.facebook.com/palisadescenter](https://facebook.com/palisadescenter), [www.twitter.com/palisadescntr](https://twitter.com/palisadescntr), or 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.

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