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**Metro Mattress Launches 2<sup>nd</sup> Annual “50 Beds in 50 Days” Donation Program in Albany/Mohawk Valley**

*Application period open from October 3 through November 25*

**Albany, N.Y., September 30, 2011**—Metro Mattress, upstate New York’s largest mattress retailer, has launched its “50 Beds in 50 Days” charitable program in the Albany/Mohawk Valley regions. This is the second year of the program, which promises to donate mattresses to charitable organizations throughout the Albany/Mohawk Valley regions that provide services for children in need, individuals suffering abuse, those who are ill and in need of care, veterans, and people who are homeless or underserved.

In addition to the Albany/Mohawk Valley regions, the company’s “50 Beds in 50 Days” program extended across upstate New York this year, with mattress donations being made to deserving organizations throughout the Buffalo, Syracuse/Southern Tier, and Rochester regions. Once the 50 beds have been donated in the Albany/Mohawk Valley regions, Metro Mattress will have donated a total of 200 beds this year.

To be considered as a recipient of the “50 Beds in 50 Days” program, qualified 501(c)(3) organizations in the Albany/Mohawk Valley regions must complete a short application form at [www.metromattress.com/50beds50days](http://www.metromattress.com/50beds50days). Applications must be postmarked by November 25 to be eligible. Charitable organizations must be located within 30 miles of the donation area to be considered.

“Last year, Metro Mattress received more than 3,200 requests for bed donations through our ‘50 Beds in 50 Days’ program,” said David Shiroff, president and CEO of Metro Mattress. “We know the need for a safe, comfortable night’s sleep exists in our communities and we hope these beds will help provide that.”

Metro Mattress recently donated a total of 150 beds in the Rochester, Buffalo, and Syracuse/Southern Tier regions. Metro Mattress will select the recipient(s) in each area based on the organization’s overview, mission, number of beds requested, and explanation of how the beds will be used. Metro Mattress will decide by donation area if the 50 beds will be donated to one organization or divided among multiple organizations. The beds will be delivered within 50 days after the application postmark deadline or at a later date if requested by the recipient.

In 2010, 25 organizations in the Albany/Mohawk Valley regions were the recipients of the program’s mattresses, including: **AIM Services, Inc.**, Saratoga Springs, N.Y.; **Berkshire Farm Center and Services for Youth**, Albany, N.Y.; **Capital District YMCA-Schenectady Residence**, Schenectady, N.Y.; **Catholic Charities of the Diocese**

**of Albany, Albany, N.Y.; Catholic Charities of Oneida / Madison Counties, Utica, N.Y.; Domestic Violence and Rape Crisis Services of Saratoga County, Saratoga Springs, N.Y.; Equinox, Inc., Albany, N.Y.; Herkimer Area Resource Center, Herkimer, N.Y.; Homeless and Travelers Aid Society, Albany, N.Y.; Interfaith Partnership for the Homeless, Albany, N.Y.; LaSalle School, Albany, N.Y.; Saratoga Bridges, Ballston Spa, N.Y.; Saratoga County Rural Preservation Company, Inc., Ballston Spa, N.Y.; Schenectady Community Action Program, Inc., Schenectady, N.Y.; Shelters of Saratoga, Saratoga Springs, N.Y.; South End Improvement Corporation, Albany, N.Y.; St. Paul's Center, Rensselaer, N.Y.; The Altamont Program, Menands, N.Y.; The Arc, Oneida-Lewis Chapter, NYSARC, Utica, N.Y.; The Salvation Army, Rome, N.Y.; Troy Area United Ministries, Troy, N.Y.; United Way of Fulton County, Gloversville, N.Y.; United Way of the Valley and Greater Area, Utica, N.Y.; and YWCA NorthEastern NY, Schenectady, N.Y.**

Metro Mattress, the Syracuse-based retailer, has become a local institution in several upstate New York markets, including Syracuse/Central New York (12 stores), Rochester (10 stores), Buffalo (8 stores), Albany (8 stores), Utica/Rome (3 stores), and the Southern Tier (2 stores).

For more information on “50 Beds in 50 Days,” visit [www.metromattress.com/50beds50days](http://www.metromattress.com/50beds50days) or call 315-218-1246.

**About Metro Mattress:** Metro Mattress, upstate New York’s largest mattress retailer, has 43 stores across upstate New York. Headquartered in Syracuse, N.Y., Metro Mattress has been serving its customers for more than 36 years. For more information, visit [www.metromattress.com](http://www.metromattress.com).

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