

FOR IMMEDIATE RELEASE

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Metro Mattress Launches 2nd Annual “50 Beds in 50 Days” Donation Program in Rochester

Application period open from July 6 through August 25

Rochester, N.Y., July 6, 2011—Metro Mattress, upstate New York’s largest mattress retailer, has launched its “50 Beds in 50 Days” charitable program in Rochester. This is the second year of the program, which promises to donate mattresses to charitable organizations throughout the Rochester area 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 Rochester area, the company’s “50 Beds in 50 Days” program extends across upstate New York, with mattress donations being made to deserving organizations throughout the Buffalo, Syracuse/Southern Tier, and Albany/Mohawk Valley regions. Metro Mattress will donate 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 Rochester region must complete a short application form at www.metromattress.com/50beds50days. Applications must be postmarked by August 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 100 beds in the Syracuse/Southern Tier and Buffalo regions, and plans to donate 50 more beds in the Albany/Mohawk Valley region at the end of this year. 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, 23 organizations in the Rochester region were the recipients of the program’s mattresses, including: **Alternatives for Battered Women, Inc.**, Rochester, N.Y.; **The Arc of Monroe County**, Rochester, N.Y.; **Bethany House**, Rochester, N.Y.; **Catholic Family Center**, Rochester, N.Y.; **The Center for Youth Services**, Rochester, N.Y.;

Court Appointed Special Advocates, Rochester, N.Y.; **Cracker Box Palace**, Alton, N.Y.; **Crisis Nursery of Greater Rochester**, Rochester, N.Y.; **DePaul Community Services**, Rochester, N.Y.; **Family Service of Rochester, Inc.**, Fairport, N.Y.; **Genesee Region Independent Living Center, Inc.**, Batavia, N.Y.; **Heritage Christian Services Inc.**, East Rochester, N.Y.; **HOPE Ministry**, Webster, N.Y.; **Hughie Snowden Jr. Foundation**, Rochester, N.Y.; **Life Solutions of Hamlin**, Hamlin, N.Y.; **Mercy Residential Services, Inc.**, Rochester, N.Y.; **Rochester Primary Care Network**, Rochester, N.Y.; **The Shepherd’s House, Inc.**, Rochester, N.Y.; **St. Joseph’s House of Hospitality**, Rochester, N.Y.; **St. Vincent de Paul Society**, Rochester, N.Y.; **Teresa House, Inc.**, Geneseo, N.Y.; **Unified Mission of Rochester, New York, Inc.**, Rochester, N.Y.; and **Wayne County Action Program, Inc.**, Lyons, N.Y.

Metro Mattress, the Syracuse-based retailer, has become a local institution in several upstate New York markets, including Syracuse/Central New York (11 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 or call 315-218-1246.

About Metro Mattress: Metro Mattress, upstate New York’s largest mattress retailer, has 42 stores across upstate New York. Headquartered in Syracuse, N.Y., Metro Mattress has been serving its customers for more than 35 years. For more information, visit www.metromattress.com.

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