

For Immediate Release

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Metro Mattress donates beds to 19 charitable organizations in the Buffalo region through its “50 Beds in 50 Days” program

Buffalo, N.Y., July 11, 2011—Metro Mattress, upstate New York’s largest mattress retailer, is donating new beds to 19 charitable organizations in the Buffalo region as part of its “50 Beds in 50 Days” program.

Now in its second year, the program kicked off in January and was a success in both the Syracuse/Southern Tier and Buffalo regions. Metro Mattress will continue the program in Rochester over the summer, and in the Albany/Mohawk Valley region this winter. A total of 200 beds will be donated across the state by the end of the year.

Over the past two years in the Buffalo region, more than 80 501(c)(3) organizations submitted applications requesting a total of more than 2,000 beds. Charitable organizations in the Buffalo region that will receive beds through the “50 Beds in 50 Days” program include:

Baker Hall, Inc., Lackawanna, N.Y.; **Carolyn’s House- YWCA of Niagara**, Niagara Falls, N.Y.; **Catholic Charities of Buffalo**, Buffalo, N.Y.; **Child & Family Services of Erie County**, Buffalo, N.Y.; **Community Missions of Niagara Frontier, Inc.**, Niagara Falls, N.Y.; **Fillmore-Leroy Area Residents, Inc.**, Buffalo, N.Y.; **Gerard Place**, Buffalo, N.Y.; **Heritage Christian Services, Inc.**, North Tonawanda, N.Y.; **Homespace Corp.**, Buffalo, N.Y.; **Horizon Health Services, Inc.**, Buffalo, N.Y.; **Make-A-Wish Foundation of Western NY**, Buffalo, N.Y.; **Sisters of Charity Hospital**, Buffalo, N.Y.; **Society of St. Vincent de Paul**, Buffalo, N.Y.; **St. John the Baptist Parish**, Lockport, N.Y.; **Talent Services, Inc.**, Buffalo, N.Y.; **Temple of Christ Church, Inc.**, Buffalo, N.Y.; **The Learning Disabilities Association of WNY, Inc.**, Kenmore, N.Y.; **YWCA of the Tonawandas**, North Tonawanda, N.Y.; **YWCA of WNY, Inc.**, Buffalo, N.Y.

Selected recipients received all or a portion of the beds requested in their applications.

“For the second year in a row, we’ve received an overwhelming response to our ‘50 Beds in 50 Days’ program in Buffalo, and nearly half of the recipients this year were first-time applicants to our program,” said David Shiroff, president and CEO of Metro Mattress. “We were able to donate beds to 19 area organizations, and it is our hope that these beds will help provide people in need with a comfortable night’s sleep.”

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).

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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 36 years. For more information, visit www.metromattress.com.

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