

For Immediate Release

Contact: David Shiroff
President and CEO
Metro Mattress
315-218-1230
dshiroff@metromattress.com
www.metromattress.com

Metro Mattress donates beds to 25 charitable organizations in the Rochester region through its “50 Beds in 50 Days” program

Rochester, N.Y., October 23, 2011—Metro Mattress, upstate New York’s largest mattress retailer, is donating new beds to 25 charitable organizations in the Rochester 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 the Syracuse/Southern Tier and Buffalo regions, in addition to Rochester. Metro Mattress will finish the program 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 Rochester region, more than 80 501(c)(3) organizations submitted applications requesting a total of more than 1,500 beds. Charitable organizations in the Rochester region that will receive beds through the 2011 “50 Beds in 50 Days” program include:

Alternatives for Battered Women, Rochester, N.Y.; **Bethany House**, Rochester, N.Y.; **Bridges for Brain Injury**, Canandaigua, N.Y.; **Catholic Charities Community Services**, Rochester, N.Y.; **Court Appointed Special Advocates (CASA)**, Rochester, N.Y.; **Family Service of Rochester, Inc.**, Fairport, N.Y.; **Heritage Christian Services, Inc.**, East Rochester, N.Y.; **HOPE Ministries**, Webster, N.Y.; **Lifetime Assistance, Inc.**, Rochester, N.Y.; **PRALID**, Rochester, N.Y.; **Project URGE, Inc.**, Fairport, N.Y.; **Regional Center for Independent Living**, Rochester, N.Y.; **Safe Journey**, Fairport, N.Y.; **Seneca Cayuga ARC**, Waterloo, N.Y.; **Sojourner House at Pathstone**, Rochester, N.Y.; **St. Vincent de Paul Society**, Rochester, N.Y.; **The Center for Youth Services**, Rochester, N.Y.; **The Salvation Army**, Rochester, N.Y.; **The Shepherd’s House, Inc.**, Rochester, N.Y.; **The Society for the Protection & Care of Children (SPCC)**, Rochester, N.Y.; **Veterans Outreach Center, Inc.**, Rochester, N.Y.; **Volunteers of America—Western New York**, Rochester, N.Y.; **Wayne County Action Program, Inc.**, Sodus, N.Y.; **Wilson Commencement Park**, Rochester, N.Y.; and **YWCA of Rochester and Monroe County**, Rochester, 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 Rochester, in addition to Syracuse and Buffalo,” said David Shiroff, president and CEO of Metro Mattress. “We were able to donate beds to 25 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

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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 the “50 Beds in 50 Days” program, visit 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, call 315-218-1200 or visit www.metromattress.com.

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