

For Immediate Release

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Metro Mattress donates beds to 21 charitable organizations in Syracuse/Southern Tier region through its “50 Beds in 50 Days” program

Syracuse, N.Y., April 14, 2011—Metro Mattress, upstate New York’s largest mattress retailer, is donating new beds to 21 charitable organizations in the Syracuse/Southern Tier region as part of its “50 Beds in 50 Days” program.

The program kicked off in the Syracuse/Southern Tier region in January. Metro Mattress will continue the program in Buffalo this spring, in Rochester over the summer, and in the Albany/Mohawk Valley region this winter. A total of 205 beds were donated across the state in 2010.

In Syracuse/Southern Tier region, more than 25 501(c)(3) organizations submitted applications requesting a total of nearly 550 beds.

Charitable organizations in the Syracuse/Southern Tier region that will receive beds through the “50 Beds in 50 Days” program include: **American Red Cross Tompkins County**, Ithaca, N.Y.; **Cayuga Home for Children**, Auburn, N.Y.; **Chadwick Residence, Inc.**, Syracuse, N.Y.; **Chapel House, Inc.**, Auburn, N.Y.; **Family Enrichment Network, Inc.**, Johnson City, N.Y.; **Heritage Farm, Inc.**, Bouckville, N.Y.; **H.O.M.E. Inc.**, Syracuse, N.Y.; **Huntington Family Centers**, Syracuse, N.Y.; **Opportunities for Broome, Inc.**, Binghamton, N.Y.; **Oswego County Opportunities, Inc.-Chemical Dependence Program**, Hannibal, N.Y.; **Oswego County Opportunities, Inc.-Youth & Family Services, PATH Program**, Oswego, N.Y.; **Rescue Mission Alliance of Syracuse**, Syracuse, N.Y.; **The Altamont Program, Inc.**, Liverpool, N.Y.; **The Salvation Army, Syracuse Area Services**, Syracuse, N.Y.; **Unity Acres, Inc.**, Orwell, N.Y.; **Unity House of Cayuga County, Inc.**, Auburn, N.Y.; **Vera House, Inc.**, Syracuse, N.Y.; **Welch Terrace Housing**, Syracuse, N.Y.; **Westminster Manor**, Auburn, N.Y.; **YMCA Men's Resident Program**, Syracuse, N.Y.; **YWCA Syracuse & Onondaga Co., Inc.**, Syracuse, N.Y.

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

“Once again, we have received an overwhelming response to our ‘50Beds in 50 Days’ program in the Syracuse/Southern Tier region from charitable organizations that provide services in our community for children in need, individuals suffering abuse, those who are ill and in need of care, veterans, and people who are homeless or underserved,” said David Shiroff, president and CEO of Metro Mattress. “We were able to donate beds to 21 area organizations, and it is our hope that these beds will help provide these 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 (11 stores), Rochester (10 stores), Buffalo (8 stores), Albany (7 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 41 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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