

FOR IMMEDIATE RELEASE
June 30, 2010

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

Metro Mattress donates beds to 28 charitable organizations through its “50 Beds in 50 Days” program

SYRACUSE, N.Y. – Metro Mattress, Upstate New York’s largest mattress retailer, is donating new beds to 28 charitable organizations in Buffalo through its “50 Beds in 50 Days” program.

The program began in Central New York/Southern Tier in January and continued in Buffalo this spring/summer. The program will also take place in Rochester this fall and in Albany/Mohawk Valley at the end of the year. A total of 200 beds will be donated in 2010.

In Buffalo, more than sixty 501(c)(3) organizations submitted applications requesting a total of nearly 1,500 beds. To date, more than 110 organizations from Central New York/Southern Tier and Buffalo submitted applications requesting a total of nearly 3,000 beds from Metro Mattress.

Charitable organizations in Buffalo that will receive beds through the “50 Beds in 50 Days” program include: **Baker Victory Services**, Lackawanna, N.Y.; **Belmont Shelter Corp**, Buffalo, N.Y.; **Buffalo Urban League Inc.**, Buffalo, N.Y.; **Catholic Charities of Buffalo**, Batavia, N.Y.; **Child & Family Services of Erie County**, Buffalo, N.Y.; **Community Action Organization of Erie County Inc.**, Buffalo, N.Y.; **Community Services for the Developmentally Disabled**, Buffalo, N.Y.; **DePaul Adult Care Communities Inc.**, Kenmore, N.Y.; **Family & Children’s Service of Niagara Inc.**, Niagara Falls, N.Y.; **Flare’s Try Program**, Buffalo, N.Y.; **Gerard Place**, Buffalo, N.Y.; **Heritage Christian Services Inc.**, North Tonawanda, N.Y.; **Hillside Children’s Center**, West Seneca, N.Y.; **Hopevale Inc.**, Hamburg, N.Y.; **Hospice Foundation of Western New York Inc.**, Buffalo, N.Y.; **Little Portion Friary**, Buffalo, N.Y.; **Lt. Colonel Matt Urban Human Services of WNY**, Buffalo, N.Y.; **The Morlock Foundation**, Buffalo, N.Y.; **Niagara Gospel Rescue Mission Inc.**, Niagara Falls, N.Y.; **Plymouth Crossroads, United Church Home Inc.**, Orchard Park, N.Y.; **Restoration Society Inc.**, Buffalo, N.Y.; **Society of St. Vincent de Paul**, Buffalo, N.Y.; **Southeast Works**, Depew, N.Y.; **St. Adalbert Response to Love Center**, Buffalo, N.Y.; **True Bethel Charities**, Buffalo, N.Y.; **WNY Heroes Inc.**, Buffalo, N.Y.; **WNY Veterans Housing Coalition Inc.**, Buffalo, N.Y.; and **YWCA of Western New York**, Buffalo, N.Y.

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

“Many of the charitable organizations that were selected provide services in our community for individuals who are homeless, suffering abuse, have disabilities or are veterans,” said David Shiroff, president and CEO of Metro Mattress. “It is our hope that these beds will help provide these people in need with a comfortable night’s sleep.”

Metro Mattress, a 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 (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 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.

###