

FOR IMMEDIATE RELEASE
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Metro Mattress to donate 50 beds to charitable organizations in Rochester through its “50 Beds in 50 Days” donation program

Applications for Rochester area due August 12

SYRACUSE, N.Y. – Metro Mattress, Upstate New York’s largest mattress retailer, is now accepting applications from charitable organizations in Rochester seeking new beds. Through its “50 Beds in 50 Days” program, the company will donate 50 beds to 501(c)(3) organizations in Rochester this summer/fall.

In January, Metro Mattress announced its plans to donate “50 Beds in 50 Days” to charitable organizations in Central New York/Southern Tier, Buffalo, Rochester and Albany/Mohawk Valley. In 2010, 50 beds will be donated to charitable organizations in each area for a total of 200 beds.

Metro Mattress recently completed the program in Central New York/Southern Tier and Buffalo with more than 110 organizations submitting applications requesting a total of nearly 3,000 beds.

A short application form and more information about the program are available at www.metromattress.com. **Applications for the Rochester area must be postmarked by August 12 to be eligible.** Charitable organizations must be located within 30 miles of Rochester to be considered.

The company also plans to donate 50 beds in Albany/Mohawk Valley 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. The company 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.

“Metro Mattress is extremely grateful to the communities we serve for their unwavering support over the past 35 years,” said David Shiroff, president and CEO of Metro Mattress. “The ‘50 Beds in 50 Days’ program is a way for Metro Mattress to give back and help the local organizations that do so much for our community.”

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 (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.

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