

FOR IMMEDIATE RELEASE
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Metro Mattress to donate “50 Beds in 50 Days” to charitable organizations in Syracuse/Southern Tier, Buffalo, Rochester and Albany/Mohawk Valley

Beds will first be given away in Syracuse/Southern Tier; applications due Feb. 26

SYRACUSE, N.Y. – Metro Mattress, Upstate New York’s largest mattress retailer, has announced its plans to donate “50 Beds in 50 Days” to 501(c)(3) organizations in Syracuse/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.

The first “50 Beds in 50 Days” giveaway will take place in Syracuse/Southern Tier. A short application form and more information are available at www.metromattress.com. Syracuse/Southern Tier applications must be postmarked by Feb. 26 to be eligible. Charitable organizations must be located within 30 miles of the donation area to be considered.

The company also plans to donate 50 beds in Buffalo this summer, 50 beds in Rochester in the fall and 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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