

Moncton Women's Shelter To Receive Brand New Beds

Sleep Country Canada to make over Crossroads for Women Inc. with new mattresses and bedding

Moncton, May 27, 2015 -- Sleep Country Co-founder Christine Magee announced her company will replace the beds and bedding at Crossroads for Women, a Moncton shelter for women and families affected by domestic violence. The beds, pillows, protective mattress encasements, mattress covers and sheets will be delivered and set up at the shelter today.

According to a 2013 report from Statistics Canada, almost 7 in 10 family violence victims and 8 in 10 spousal violence victims are women.

"We know women and their children are the ones most affected by domestic violence. On any given day in Canada, more than 3,300 women, along with their 3,000 children, are forced to sleep in an emergency shelter to escape domestic violence," said Magee, who made the announcement at Sleep Country's new Moncton store. "Facilities like Crossroads for Women are vital to helping women affected by domestic violence, so providing new beds was one of our priorities when we opened for business here in Moncton. It's something we can do right away to give back to this community."

Sleep Country will provide 16 new twin mattresses, as well as pillows, protective encasements, mattress covers and sheet sets to replace bedding for all the beds at Crossroads for Women's transition house. Later this year, Sleep Country will provide an additional five twin mattresses, with accompanying pillows, mattress covers and sheet sets to replace beds in the organization's transition apartments.

"Crossroads for Women is always working to improve its facilities and supports for women and their families so we can provide a comfortable environment for our clients when they need it most. Rest is part of the healing process, and new beds and bedding will help make our facility more welcoming for women who need a safe place to land," said Constable David Swansburg, chair of the Crossroads for Women Inc. board.

Community involvement and environmental sustainability are core values influencing Sleep Country's business approach. Sleep Country also offers a local Bed Donation Program that makes used beds available, for free, to those in need. The company will make donated beds available at its warehouse in Moncton later this year.

In addition to Crossroads for Women Inc., Sleep Country's Bed Donation Program will also help clients of YWCA Moncton, Salvation Army - Moncton Community and Family Services and Blankets for Moncton, as well as others.

Mattresses that can't be repurposed by the community through the Bed Donation Program are sent to Quebec to be 100 per cent recycled. Last year, Sleep Country was able to donate over 50,000 mattresses and foundations to families in need. In addition, the company recycled 61,000 mattresses that could not be donated to charity.

"We're proud to be the only major mattress retailer in Canada to commit to a comprehensive recycling program. If your current mattress is in good shape when we deliver its replacement, we'll donate your old mattress to a local charity. Otherwise, it is sent to a recycler where it is broken down into its component parts for recycling. This is all part of Sleep Country Canada's efforts that will divert thousands of mattresses from New Brunswick landfills every year," Magee said.

About Sleep Country Canada

Sleep Country LP owns and operates 218 corporate-owned stores. In Canada, Sleep Country is the #1 mattress retailer with 170 stores and 48 stores in Quebec under the Dormez-vous banner.

Since March, Sleep Country has opened 3 stores in New Brunswick -- Moncton and Saint John and Fredericton.

For more information about the company visit www.sleepcountry.ca, on Facebook at www.facebook.com/SleepCountryCanada and on Twitter [@SleepCountryCan](https://twitter.com/SleepCountryCan)

About Crossroads for Women Inc.

Crossroads provides a safe shelter, resources and advocacy services in a secure and confidential environment on a short-term basis to women and their children living with family violence. These services, offered by crisis interveners, are available 24 hours a day, 7 days a week. A crisis line is also available 24/7 to offer support and resources related to family violence. Since 1986, Crossroads for Women has assisted 5,800 women and 3,200 children. More information is available at www.crossroadsforwomen.ca.

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