

Saint John Homeless Women's Housing Facilities to Receive Brand New Beds Sleep Country Canada to provide new mattresses, bedding to Coverdale Centre for Women

Saint John, May 28, 2015 -- Sleep Country Co-founder Christine Magee announced her company will replace the beds and bedding at the emergency homeless shelter and the transition apartment operated by Coverdale Centre for Women Inc. in Saint John. The beds, pillows, protective mattress encasements, mattress covers and sheets will be delivered and set up at the two facilities today.

According to research by The Homeless Hub, around 235,000 different Canadians will experience homelessness in a year, with over 35,000 Canadians homeless on any given night.

"Women who are homeless are extremely vulnerable – both physically and emotionally. Safe housing and a good night's sleep are essential so these women can take steps to improve their lives. We know there is a need for housing support here in Saint John, and that women are a priority," said Magee, who made the announcement at Sleep Country's new store in Saint John. "Facilities like Coverdale Centre for Women are vital to helping women in need, so providing new beds was one of our priorities when we opened for business here. It's something we can do right away to give back to this community."

Sleep Country will provide 10 twin mattresses, as well as pillows, protective encasements, mattress covers and sheets to replace bedding for all the bunk beds at Coverdale's emergency homeless shelter. The company will also replace two twin beds and one double bed, along with pillows, encasements, mattress covers and sheets for the Hope Bridge Home transition apartment.

"At Coverdale, our main goal is to provide the support, resources and opportunities for women to create a better future for themselves. Getting a good night's sleep is a vital part of this process. If women are well-rested and feel safe, they can begin to make decisions that will have a positive impact on their future," said Mary Saulnier-Taylor, executive director of Coverdale Centre for Women Inc.

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.

In addition to Coverdale Centre for Women Inc., Sleep Country's Bed Donation Program will also help clients of Salvation Army – Saint John Community and Family Services, Safe Harbour Transitional and Youth Services, Second Stage Safe Haven Inc. and the Outflow Ministry men's emergency shelter.

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 – Saint John, Fredericton and Moncton.

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 Coverdale Centre for Women Inc.

Coverdale Centre is a non-profit, charitable organization that is dedicated to raising the profile of women's issues through a continuum of services for marginalized women. Coverdale runs a drop in centre, as well as an emergency shelter and transitional apartment. More information is available at www.coverdalecenterforwomen.com.

For more information, please contact:

Holly Dunn

Dunn & Associates Communications and Public Affairs

902-266-3866

holly.dunn@dunnassociates.ca

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