

Sleep Country to make over YWCA Geneva House with new mattresses and bedding

Sudbury, Ontario, June 27, 2016 – Sleep Country Canada Co-Founder and Executive Co-Chair Christine Magee announced that the company will replace the beds and bedding at YWCA Geneva House, a Sudbury shelter for women affected by domestic violence. The beds, pillows, mattress protectors and sheets will be delivered and set up at the shelter today.

According to a 2013 report from Statistics Canada, domestic violence accounts for one-quarter of all police reported violent crimes of which 8 in 10 spousal violence victims are women.

“We know women and their children are the ones most likely affected by domestic violence. On any given day in Canada, more than 3300 women, along with their 3000 children, are forced to sleep in an emergency shelter to escape domestic violence,” said Magee, who made the announcement at Sleep Country’s new Sudbury store. “Facilities like YWCA Geneva House 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 Sudbury. It’s something we can do right away to give back to the community,” added Magee.

Sleep Country will provide 20 custom mattresses, as well as pillows, protective encasements, mattress pads and sheet sets to replace bedding for the majority of beds at YWCA Geneva House.

“At YWCA Geneva House, we believe that every person has the right to live in dignity, free from exploitation. Our programs are structured to empower women; providing support, resources and opportunities so that they may create a better future for themselves. Rest is part of the healing process, and new beds and bedding will ensure a more comfortable environment for our residents,” said Marlene Gorman, Executive Director at YWCA Geneva House.

Sleep Country is committed to community involvement and environmental sustainability. The company offers a Bed Donation Program that makes used beds available, for free, to those in need. Mattresses that can’t be repurposed through the Bed Donation Program are 100% recycled. In 2015, Sleep Country was able to donate over 49,000 mattresses and foundations to families in need. In addition, the company recycled over 92,000 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 charity. Otherwise, it is recycled completely. This is all part of Sleep Country Canada’s ongoing efforts to divert thousands of mattresses from landfills every year,” said Magee.

About Sleep Country Canada

Sleep Country Canada Holdings Inc. operates 233 corporate-owned stores and is the #1 mattress retailer in Canada. The company operates under two retail banners, Sleep Country with 183 stores across Canada and Dormez-vous with 50 stores in Quebec. In addition to carrying Canada’s largest selection of mattresses, the retailer also offers a wide variety of pillows, linens, headboards and lifestyle adjustable bases – everything you need for a better night’s sleep. For more information about the company visit www.sleepcountry.ca, on [Facebook at www.facebook.com/SleepCountryCanada](https://www.facebook.com/SleepCountryCanada) and on [Twitter @SleepCountryCan](https://twitter.com/SleepCountryCan).

About YWCA Sudbury Geneva House

YWCA Geneva House/Shelter offers Support Services for women experiencing abuse by their intimate partners. The team at YWCA Geneva House offers a full range of support programs for the residents of Geneva House and for women in the community. Programs are available to all women wanting to build a life free from abuse, whether they are staying at Geneva House or living elsewhere. Support services are also available to older women experiencing abuse by their live-in caregiver. With special emphasis on women, YWCA Geneva House works to empower all individuals to reach their full potential in body, mind and spirit. More information is available at <http://ywcasudbury.ca/programs/genevra-house-shelter/>

For more information, please contact:

Laura Baker
VP, Marketing
laura.baker@sleepcountry.ca
416-242-4774 ext. 2240