

## **Women's Shelter in North Bay to receive brand new beds Sleep Country to make over Nipissing Transition House with new mattresses and bedding**

NORTH BAY, ON, June 28, 2016 /CNW/ - Sleep Country Canada Co-Founder and Executive Co-Chair Christine Magee announced that the company will replace the beds and bedding at Nipissing Transition House, a North Bay shelter for women and children affected by domestic violence. The beds, pillows, mattress protectors and sheets will be delivered and set up at the transition house today.

According to a 2013 report from Statistics Canada, spousal abuse is the most common form of police-reported family violence, accounting for nearly half of all such incidents in 2013.

"Violence against women is a prevalent and continuous problem in Canada and around the world. It impacts all aspects of a woman's life including her social and economic equality and her physical, mental and emotional health and well-being," said Magee, who made the announcement at Sleep Country's new North Bay store. "Facilities like Nipissing Transition 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 North Bay. It's something we can do right away to give back to the community," added Magee.

Sleep Country will provide 21 twin mattresses, as well as pillows, protective encasements, mattress pads and sheet sets to replace bedding for all of the beds at Nipissing Transition House.

"Nipissing Transition House is dedicated to ending violence against women and the toll it takes on their families and the community. We are committed to helping women rebuild their lives and we work hard to ensure that women and their children have a safe and supportive place to turn when home is no longer an option. Rest is a vital part of the healing process and we're certain that the new beds and bedding will provide our clients with the comfortable environment they need to start rebuilding their lives," said Dr. Natalya Brown, Chairperson of Nipissing Transition 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 that will 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](http://www.sleepcountry.ca), on Facebook at [www.facebook.com/SleepCountryCanada](https://www.facebook.com/SleepCountryCanada) and on Twitter [@SleepCountryCan](https://twitter.com/SleepCountryCan).

### **About Nipissing Transition House**

Nipissing Transition House is committed to helping abused women and their children, living in North Bay and Nipissing District, rebuild their lives. By working together as a shelter team and in partnership with the community, Nipissing Transition House works hard to ensure that women and children have a safe and supportive place to turn to when home is no longer an option. Nipissing Transition House provides certain core services: emergency shelter, Women's Outreach, Transitional and Housing Support Program, Child and Youth Advocate, Family Court Support Worker Program and public education. Emergency shelter is provided 24 hours a day, 7 days a week and includes telephone support. Women's Outreach provides ongoing emotional support and education to women fleeing abuse and the Transitional Housing Support Program serves to assist women with finding and maintaining housing. More information is available at <http://nipissingtransitionhouse.com/>

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

Laura Baker, VP, Marketing, [laura.baker@sleepcountry.ca](mailto:laura.baker@sleepcountry.ca), 416-242-4774 ext. 2240

