

Brand New Beds for Lloydminster Women's Shelter

Sleep Country Canada donates new mattresses and bedding to Lloydminster Interval Home

LLOYDMINSTER, AB, Nov. 10, 2016 /CNW/ - Sleep Country Co-Founder and Executive Co-Chair Christine Magee announced that the company will replace the beds and bedding at Lloydminster Interval Home, a local emergency shelter for women and children affected by family violence and homelessness. The beds, pillows, mattress covers and sheets will be delivered and set up at the shelter today.

According to the most recent 2014 report from Statistics Canada, the number of respondents experiencing spousal violence has only decreased by 3% in the last decade. However, spousal and family violence continue to have devastating effects on both individuals and communities throughout Canada, accounting for over 60,000 female admissions to emergency shelters in 2013 and 2014 alone.

"Domestic violence is often cited as the primary reason for women seeking shelter and it remains a serious issue within many local communities. Every day, more than 3300 women, along with their 3000 children, are forced to sleep in an emergency shelter to escape domestic violence," said Christine Magee, who made the announcement at Sleep Country's new Lloydminster store. "Facilities like Lloydminster Interval Home are critical to helping women affected by domestic violence. Providing new beds to the shelter is something meaningful we could do right away to give back to this community. We hope that with a better night's sleep and the safety and support of Lloydminster Interval Home, these women can start to rebuild their lives," added Magee.

Sleep Country will provide 18 twin mattresses, in addition to pillows, protective encasements, mattress covers and sheet sets to replace bedding for the majority of the beds at Lloydminster Interval Home.

"Lloydminster Interval Home is an integral part of the local community, specifically for women and children seeking refuge from violence in their lives. We're certain that new beds and bedding will provide our residents with the rest required to begin their journeys towards recovery," said Charlene Rowein, Assistant Executive Director, Lloydminster Interval Home Society.

Sleep Country is committed to community involvement and environmental sustainability. The company runs a national coat collection campaign which encourages members of the community to donate new or gently used clean winter coats to local children in need. To make a coat or monetary donation, simply visit any Sleep Country location from now until November 27th. All coats donated stay in the local community and are distributed through select charitable partners. Sleep Country also offers a Bed Donation Program that makes used beds available, for free, to those in need. Mattresses that cannot be repurposed through the Bed Donation Program are 100% recycled.

About Sleep Country Canada

Sleep Country Canada Holdings Inc. operates 234 corporate-owned stores and is the #1 mattress retailer in Canada. The company operates under two retail banners, Sleep Country with 184 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 and on Twitter [@SleepCountryCan](https://twitter.com/SleepCountryCan).

About Lloydminster Interval Home

>The Lloydminster Interval Home is a non-profit registered society which has served the Lloydminster community and surrounding area for over 36 years. The society exists to provide safety, support, and education to families and communities regarding the issue of family violence and homelessness. It is comprised of an emergency women's shelter, second stage facility, an outreach/program division, the Lloydminster Community Youth Centre and 'For the Interval' second hand store. Our programs and services reach a population of approximately 150,000 people within a 150 km radius. On average the 21 bed emergency shelter serves approximately 350-450 women and children fleeing family violence and in 2015 our 24 hour crisis line received 1300 calls. The Interval Home Society is committed to passionately work towards eradicating family violence and through the support of our funders, community supporters, volunteers, staff and our Board, we can make our Vision a reality. For more information, visit <http://www.intervalhome.org/cms/>

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

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