

## **Brand New Beds for Nine Chatham Families in Need**

### **Sleep Country Canada donates new mattresses and bedding to deserving families in Chatham-Kent**

**Chatham-Kent, ON, April 27, 2017** -- Sleep Country Co-Founder and Executive Co-Chair Christine Magee announced that the company will replace the beds and bedding at the homes of nine deserving local families identified by Chatham-Kent Health and Family Services, Housing Services Division. The beds, pillows, mattress covers and sheets will be delivered and set up at each home later today.

To make this donation possible, Sleep Country has partnered with Chatham-Kent Housing Services. The Division administers a number of programs aimed at enhancing the quality of life for Chatham-Kent residents by offering low and moderate income households access to affordable housing.

"The simple reality is that a lot of families do not have the means necessary to attain essentials like beds and bedding once the rent, utilities, groceries etcetera have been paid and many make do with limited resources. At Sleep Country, we recognize the need for quality sleep and we believe that the right sleep products will not only impact the quality of your sleep, but positively affect your life overall," said Christine Magee, who made the announcement at Sleep Country's new Chatham store. "We're honoured to assist all nine local families and we hope that they'll be sleeping more soundly following the delivery of their new beds," added Magee.

Sleep Country will be providing 20 new mattresses (sizes Twin to Queen) based on individual family needs, in addition to pillows, protective encasements, mattress covers and sheet sets to replace bedding at the homes of all nine families.

"Chatham-Kent Housing Services assists as many as 1,415 households annually in the region, however it is with the generous support of community partners like Sleep Country that we're able to offer families more than just a house, we're helping them build a home and a better life," said Shelley Wilkins, Director, Housing Services, Chatham-Kent Health and Family Services.

Sleep Country is committed to community involvement and environmental sustainability. The company runs a national campaign during the month of May called Pyjamas and Storybooks for Better Bedtimes which encourages members of the community to donate new or gently used clean pyjamas and books to local children in need. To make a donation, simply visit any Sleep Country location nearest you. All pyjamas and storybooks collected stay in their local communities and are distributed through 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 238 corporate-owned stores and is the #1 mattress retailer in Canada. The company operates under two retail banners, Sleep Country with 187 stores across Canada and Dormez-vous with 51 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 Chatham-Kent Health and Family Services, Housing Services Division**

The Chatham-Kent Housing Services Division is a "Service Manager" under the Housing Services Act (HSA 2011), and delivers a number of social housing services. The Division manages a centralized waiting list for 1415 rent-geared-to-income rental units, delivers a variety of affordable housing programs and directly owns and operates 22 public housing projects and 1 affordable housing project. For more information, visit <http://www.chatham-kent.ca/HousingServices/Pages/Home.aspx>.

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