

Sleep Country is the Official Provider of Sleep of the Toronto Blue Jays



TORONTO, June 5, 2017 /CNW/ - Sleep Country is now the Official Provider of Sleep of the Toronto Blue Jays.

"Sleep Country is thrilled to partner with the Toronto Blue Jays. As Canada's Team, the Blue Jays have a strong relationship with their fans, and our customers, from coast-to-coast. We look forward to working closely with them as we continue to champion the importance of sleep across Canada," said Dave Friesema, CEO of Sleep Country.

As part of this integrated partnership, Sleep Country will have extensive national brand exposure through stadium signage and will run engaging in-stadium programming throughout the season. In addition, Buck Martinez, the TV voice of the Blue Jays, will be featured in radio and TV ads to help bring awareness to Sleep Country's mandate of helping every Canadian be their best by getting a great night's sleep.

"We're delighted to partner with an industry-leader such as Sleep Country, who understands the important role sleep plays for all Blue Jays fans across this country, and all Canadians," said Mark Ditmars, Vice President of Corporate Partnerships, Toronto Blue Jays.

To further amplify the partnership, Sleep Country recently participated in personalized product fittings alongside the Toronto Blue Jays High Performance Team. "As Canada's Sleep Experts, we know how important sleep is to top performing athletes, so we were incredibly excited to participate in this sleep performance initiative by having our Sleep Experts custom fit many of the 25-man Blue Jays roster with new mattresses and pillows," said Friesema. "Providing the right sleep products based on individual sleep needs is what we do best and we hope our partnership will shine a light on the importance of quality sleep," added Friesema.

Sleep Country's mandate aligns well with the Blue Jays tactical approach to sleep and further reinforces the strength of this newly formed partnership.

"At the Blue Jays, we're committed to getting better every day and a lot of that is around doing the simple things really well," said Angus Mugford, Director of High Performance for the Toronto Blue Jays. "Playing baseball at the highest level is a physically demanding job, with 162 games in 180 days, travelling close to 30,000 miles during a season and an expectation to be at our best each and every day. We take an individualized approach to addressing the needs of each player and sleep represents one of the biggest opportunities -- something a lot of people take for granted. Whether it's at home, or on the road, treating sleep as a tactical priority can enhance our players' ability to recharge and regenerate, both in mind and body," added Mugford.

About Sleep Country

Sleep Country Canada Holdings Inc. operates 241 corporate-owned stores and is the #1 mattress retailer in Canada. The company operates under two retail banners, Sleep Country with 189 stores across Canada and Dormez-vous with 52 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).

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

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