

Brand New Beds for Women and Children Escaping Domestic Violence in Owen Sound, Ontario

Sleep Country Canada donates new mattresses and bedding to Women's Centre Grey and Bruce

OWEN SOUND, ON, Dec. 7, 2017 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company") (TSX: ZZZ), the leading specialty mattress retailer in Canada today announced it is outfitting the Women's Centre Grey and Bruce Shelter with new mattresses, pillows and bedding accessories. Christine Magee, Co-founder and Co-Chair of Sleep Country made the announcement today from Sleep Country's new store location in Owen Sound, Ontario. Women's Centre Grey and Bruce provides 24-hour crisis services for physically, emotionally and/or sexually abused women and their children.

Magee was joined by The Women's Centre Grey and Bruce Executive Director Patty Kelly and Board President Denise Freeman. The beds and accessories will be delivered and set up at the shelter and Second Stage Housing Complex.

"Sadly, women and children are victims of domestic violence every day in Canada. Facilities like Women's Centre Grey and Bruce 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 Owen Sound. It's something we could do right away to give back to this community and help these women and children get the restorative sleep they need," said Magee. We are grateful for the amazing work that Women's Centre Grey and Bruce is doing every day," added Magee.

Sleep Country will donate 15 twin mattresses, in addition to pillows, boxsprings, mattress protectors, pillow protectors and sheets. The products will outfit the shelter's two locations.

"The shelter was in desperate need of new mattresses, as we were all trying to figure out what to do next," explains Patty Kelly, Executive Director, The Women's Shelter Grey and Bruce. "I was absolutely awestruck when I was told Sleep Country wanted to donate 11 mattresses to the shelter and 4 mattresses and bedsprings to our outreach facility 'Second Stage'. The generosity seemed to just keep coming with the offer of new pillows, protective mattress covers and sets of sheets for each bed," said Kelly.

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 cannot be repurposed through the Bed Donation Program are 100% recycled.

About Sleep Country

Sleep Country is Canada's leading mattress retailer and the only specialty mattress retailer with a national footprint in Canada. Sleep Country operates under two mattress retail banners: Dormez-vous, the largest retailer of mattresses in Quebec and Sleep Country Canada, the largest mattress retailer in the rest of Canada. As of November 24, 2017, Sleep Country has 247 stores and 16 distribution centres across Canada. All of the Company's stores are corporate-owned, enabling it to develop and maintain a strong culture of customer service, resulting in a consistent and superior in-store and home delivery customer experience.

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 The Women's Centre Grey & Bruce:

The Women's Centre Grey & Bruce is a not for profit agency providing a safe haven 15 bed shelter for women and their children who are fleeing abuse and/or violence and for those at risk of abuse. The shelter is located in the heart of Owen Sound with Support Lines available 24 hours, seven days a week. Second Stage is an affordable housing complex available to women and their children. Outreach programmes are also available with individual and group counselling, transitional housing and family court support.

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

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