

Sleep Country Holds Annual Give A Kid A Coat Campaign

Donations accepted at Sleep Country and Dormez-vous locations until November 10th, 2018

TORONTO, Nov. 1, 2018 /CNW/ - Ahead of the upcoming winter season, Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX: ZZZ)), Canada's leading sleep retailer, is holding its annual Give A Kid A Coat campaign in support of the Salvation Army and regional charities. Designed to help local children in need, the charitable initiative runs nationally until November 10th, in an effort to prepare families for the upcoming winter conditions experienced nationwide. The program was introduced in 1998 with the goal of helping provide essential needs to children so they can stay warm throughout the winter months.

"Sleep Country's mission is to better the lives of Canadian families. This is integral in our day-to-day operations and commitment to helping Canadians young and old get a better night's sleep," said Christine Magee, Co-Founder and Co-Chair of Sleep Country Canada. "As part of our mission, we are dedicated to giving back to our communities and helping families and children in need. With our Give A Kid A Coat campaign, we're able to raise awareness for an important cause while ensuring a warm and safe winter for less fortunate children in the communities we serve. Together with the generosity of local communities and our customers, we have been able to donate nearly 25,000 winter coats in the last five years alone and we hope to support more children in 2019."

Canadians can donate new or gently used winter coats, hats and mittens at any of the 262 Sleep Country and Dormez-vous locations across the country. Items collected will be distributed to the Salvation Army and other local charities in each community to help children in need.

For a full list of participating Sleep Country and Dormez-vous locations visit www.sleepcountry.ca/find-a-store.

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 October 11th, Sleep Country has 262 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).

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

<https://ir.sleepcountry.ca/2018-11-01-Sleep-Country-Holds-Annual-Give-A-Kid-A-Coat-Campaign>