

## **Sleep Country partners with the Canadian Mental Health Association to launch Counting Sheep for Mental Wellness campaign Serta Sheep to help raise funds to support CMHA branches across Canada.**

TORONTO, May 2, 2019 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX: ZZZ)) in partnership with Serta is supporting the Canadian Mental Health Association (CMHA), with the launch of Counting Sheep for Mental Wellness, a national mental health awareness campaign.

This May, Sleep Country Canada and Serta invite Canadians from coast-to-coast to visit any Sleep Country or Dormez-vous location to help support CMHA by purchasing a plush Serta Sheep for \$10 (plus tax). The net proceeds will be donated to support CMHA's vital mental health programs and services. In addition, Sleep Country will be donating \$5 from every sale of each [Snuggable Weighted Blanket](#) to support CMHA initiatives. All donations collected will stay in local communities and be distributed to local CMHA branches.

"Our mission at Sleep Country is to help every Canadian get a great night's sleep, which we believe is vital to our overall health and wellness. For over 100 years, the Canadian Mental Health Association has provided advocacy and resources to help actively support the mental health of Canadians and we are very proud to support the exceptional work they are doing," said Christine Magee, Co-Founder and Co-Chair, Sleep Country Canada. "Partnering with such an important organization to help raise awareness for mental health in communities across Canada is something that our entire company stands behind."

Each year, CMHA provides support to more than 1.3 million Canadians in 330 communities, providing programs, access and resources that help Canadians with their mental health. With one in five Canadians experiencing a mental illness or problem each year, CMHA is a vital organization dedicated to helping all Canadians flourish and thrive.

"Insufficient or disrupted sleep can be associated with a variety of adverse health issues, including mental health issues," explained Dr. Patrick Smith, National CEO, CMHA. "Without quality sleep, we lose one of the key pillars our body relies upon physically and mentally. It's certainly an important aspect of overall mental health and we're proud to partner with Sleep Country Canada to spread awareness about the critical connection between quality sleep and mental wellness."

From now until May 31st, Canadians can show their support by purchasing a plush Serta Sheep for \$10 (plus tax) or a Snuggable Weighted Blanket at any of the 268 Sleep Country or Dormez-vous locations across Canada. To learn more about this campaign, please visit [sleepcountry.ca](http://sleepcountry.ca) or [dormezvous.com](http://dormezvous.com).

### **About Sleep Country Canada**

Sleep Country is Canada's leading sleep retailer. Sleep Country is the only specialty mattress retailer with a national footprint in Canada. Sleep Country operates under three retail banners: Dormez-vous, the largest retailer of mattresses in Quebec; Sleep Country Canada, the largest mattress retailer in the rest of Canada; and Endy, Canada's leading online mattress brand with the most Canadian 5-star reviews. As of May 1, 2019, Sleep Country has 268 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 experience. Sleep Country also works closely with Canadian charities to donate new and gently used mattresses to families and children in need.

For more information about the company visit [sleepcountry.ca](http://sleepcountry.ca), on Facebook at [facebook.com/SleepCountryCanada](https://facebook.com/SleepCountryCanada) and on Twitter [@SleepCountryCan](https://twitter.com/SleepCountryCan).

### **About Serta Simmons Bedding, LLC**

Serta Simmons Bedding, LLC is the leading sleep company and the largest manufacturer, marketer and supplier of mattresses in North America. SSB owns and manages the two best-selling bedding brands in the mattress industry: Serta® and Beautyrest®. The brands are distributed through national, hospitality, and regional and independent retail channels throughout Canada. For more information about SSB and its brands, visit [serta.ca](http://serta.ca) or [beautyrest.ca](http://beautyrest.ca).

### **About the Canadian Mental Health Association**

Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health organization in Canada. Through a presence in more than 330 communities across every province, CMHA provides advocacy, programs and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive. For more information, or to find a local CMHA near you, please visit [cmha.ca](http://cmha.ca).

Sleep Country Canada and Serta are proud supporters of CMHA Mental Health Week running from May 6-12, 2019. To learn more about CMHA Mental Health Week, please visit [mentalhealthweek.ca](http://mentalhealthweek.ca).

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