

## **Prince Albert Safe Shelter for Women to Receive Brand New Beds from Sleep Country**

### **Sleep Country helps provide comfort to women and children seeking safety and support**

PRINCE ALBERT, SK, May 16, 2019 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX: ZZZ)), Canada's leading sleep retailer, will be outfitting the Prince Albert Safe Shelter for Women with new mattresses, pillows and bedding essentials. Following the announcement from Sleep Country's new store in Prince Albert, the beds will be delivered and set-up at the shelter today. The non-profit charitable organization seeks to serve the needs of women and children who require safety and support from domestic abuse.

Prince Albert Safe Shelter for Women provides temporary shelter, safety, nutrition, transportation, information, referrals and support to women and children who are experiencing physical, mental, sexual, emotional, and/or spiritual abuse. Organizations like the Prince Albert Safe Shelter provide vital services in the Prince Albert community, supporting women and families to be free from violence. According to Canadian Femicide Observatory for Justice and Accountability, on average in 2018 every 2.5 days, a woman is killed in Canada as a result of domestic violence last year.

"We are honoured to supply the Prince Albert Safe Shelter for Women with all new mattresses and bedding essentials," said Sleep Country Co-Founder and Executive Chair Christine Magee. "We hope that our donation will provide some comforts of home to these brave women and children," added Magee.

Sleep Country will donate 22 new mattresses, in addition to pillows and bedding essentials. Accommodating 26 residents, a combination of women and their children, the shelter operates 24-hours a day all year, with trained and experienced staff on duty at all times. "When Sleep Country reached out to us about this generous donation, we were thrilled beyond words. Our team is grateful for this support and to be able to offer not only a safe place for our residents, but one of comfort to help provide the rest that they require for recovery," said Carol Soles, Executive Director, Prince Albert Safe Shelter for Women.

Sleep Country is committed to community involvement and environmental sustainability. The company recently launched a new charitable initiative, Counting Sheep for Mental Wellness, which is raising funds for the Canadian Mental Health Association.

### **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 16, 2019, Sleep Country has 269 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](https://sleepcountry.ca), on Facebook at [www.facebook.com/SleepCountryCanada](https://www.facebook.com/SleepCountryCanada) and on Twitter [@SleepCountryCan](https://twitter.com/SleepCountryCan).

### **About Prince Albert Safe Shelter for Women**

The Prince Albert Safe Shelter for Women is a non-profit, charitable organization operated by a volunteer Board of Directors, funded through the Ministry of Justice, private donations and fundraising initiatives. The Shelter seeks to serve the needs of women and children who require safety and support due to an abusive relationship. The Shelter provides temporary shelter, safety, nutrition, transportation, supportive encouragement, referrals and advocacy to women and children experiencing physical, sexual, emotional, mental and/or spiritual abuse. Open 24 hours a day, 365 days a year, the Shelter can accommodate a combination of 26 women and children and are often at 100% occupancy.

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

---

<https://ir.sleepcountry.ca/2019-05-16-Prince-Albert-Safe-Shelter-for-Women-to-Receive-Brand-New-Beds-from-Sleep-Country>