

FOR IMMEDIATE RELEASE
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**Metro Mattress donates beds to 25 charitable organizations
through its “50 Beds in 50 Days” program**

SYRACUSE, N.Y. – Metro Mattress, Upstate New York’s largest mattress retailer, is donating new beds to 25 charitable organizations in the Albany/Mohawk Valley area through its “50 Beds in 50 Days” program.

The program began in Central New York/Southern Tier in January, continued in Buffalo this spring, in Rochester during the summer and in Albany/Mohawk Valley this winter. A total of 205 beds were donated in 2010.

In Albany/Mohawk Valley, more than thirty five 501(c)(3) organizations submitted applications requesting a total of nearly 1,175 beds. In 2010, more than 170 organizations from Central New York/Southern Tier, Buffalo, Rochester and Albany/Mohawk Valley submitted applications requesting a total of more than 4,800 beds from Metro Mattress.

Charitable organizations in the Albany area that will receive beds through the “50 Beds in 50 Days” program include: **AIM Services Inc.**, Saratoga Springs, N.Y.; **The Altamont Program**, Menands, N.Y.; **Berkshire Farm Center and Services for Youth**, Albany, N.Y.; **Capital District YMCA – Schenectady Residence**, Schenectady, N.Y.; **Catholic Charities of the Diocese of Albany**, Albany, N.Y.; **Domestic Violence and Rape Crisis Services of Saratoga County**, Saratoga Springs, N.Y.; **Equinox Inc.**, Albany, N.Y.; **Homeless and Travelers Aid Society**, Albany, N.Y.; **Interfaith Partnership for the Homeless**, Albany, N.Y.; **La Salle School**, Albany, N.Y.; **Saratoga Bridges**, Ballston Spa, N.Y.; **Saratoga County Rural Preservation Company Inc.**, Ballston Spa, N.Y.; **Schenectady Community Action Program Inc.**, Schenectady, N.Y.; **Shelters of Saratoga**, Saratoga Springs, N.Y.; **South End Improvement Corporation**, Albany, N.Y.; **St. Paul’s Center**, Rensselaer, N.Y.; **Troy Area United Ministries**, Troy, N.Y.; **United Way of Fulton County**, Gloversville, N.Y.; and **YWCA Northeastern New York**, Schenectady, N.Y.

Charitable organizations in the Mohawk Valley area that will receive beds through the “50 Beds in 50 Days” program include: **The Arc, Oneida-Lewis Chapter NYSARC**, Utica, N.Y.; **Catholic Charities of Oneida & Madison County**, Utica, N.Y.; **CompassionNet of Lifetime Care Inc.**, Utica, N.Y.; **Herkimer Area Resource Center**, Herkimer, N.Y.; **The Salvation Army**, Rome, N.Y.; and **United Way of the Valley and Greater Utica Area**, Utica, N.Y.

“Many of the charitable organizations that were selected provide services in our community for children in need, individuals suffering abuse, those who are ill and in need of care, veterans, and people who are homeless or underserved,” said David Shiroff, president and CEO of Metro

Mattress. “It is our hope that these beds will help provide these people in need with a comfortable night’s sleep.”

Metro Mattress, a Syracuse-based retailer, has become a local institution in several Upstate New York markets including Syracuse/Central New York (11 stores), Rochester (10 stores), Buffalo (8 stores), Albany (7 stores), Utica/Rome (3 stores) and the Southern Tier (2 stores).

For more information on “50 Beds in 50 Days” visit www.metromattress.com or call 315-218-1246.

About Metro Mattress: Metro Mattress, Upstate New York’s largest mattress retailer, has 41 stores across Upstate New York. Headquartered in Syracuse, N.Y., Metro Mattress has been serving its customers for more than 35 years and is an accredited business with the Better Business Bureau with an A+ rating. For more information, visit www.metromattress.com.

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