

FOR IMMEDIATE RELEASE
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Metro Mattress donates beds to 23 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 23 charitable organizations in Rochester through its “50 Beds in 50 Days” program.

The program began in Central New York/Southern Tier in January and continued in Buffalo this spring and in Rochester during the summer. It will also take place in Albany/Mohawk Valley this fall/winter. A total of 200 beds will be donated in 2010.

In Rochester, more than twenty five 501(c)(3) organizations submitted applications requesting a total of nearly 700 beds. To date, more than 140 organizations from Central New York/Southern Tier, Buffalo and Rochester submitted applications requesting a total of nearly 3,200 beds from Metro Mattress.

Charitable organizations in Rochester that will receive beds through the “50 Beds in 50 Days” program include: **Alternatives for Battered Women Inc.**, Rochester, N.Y.; **The Arc of Monroe County**, Rochester, N.Y.; **Bethany House**, Rochester, N.Y.; **Catholic Family Center**, Rochester, N.Y.; **The Center for Youth Services**, Rochester, N.Y.; **Court Appointed Special Advocates**, Rochester, N.Y.; **Cracker Box Palace**, Alton, N.Y.; **Crisis Nursery of Greater Rochester**, Rochester, N.Y.; **DePaul Community Services**, Rochester, N.Y.; **Family Service of Rochester Inc.**, Fairport, N.Y.; **Genesee Region Independent Living Center Inc.**, Batavia, N.Y.; **Heritage Christian Services Inc.**, East Rochester, N.Y.; **Hope Ministry**, Webster, N.Y.; **Hughie Snowden Jr. Foundation**, Rochester, N.Y.; **Life Solutions of Hamlin & Clarkson**, NY, Hamlin, N.Y.; **Mercy Residential Services Inc.**, Rochester, N.Y.; **Rochester Primary Care Network**, Rochester, N.Y.; **The Shepherd’s House Inc.**, Rochester, N.Y.; **St. Joseph’s House of Hospitality**, Rochester, N.Y.; **St. Vincent de Paul Society**, Rochester, N.Y.; **Teresa House Inc.**, Geneseo, N.Y.; **Unified Mission of Rochester, NY Inc.**, Rochester, N.Y.; and **Wayne County Action Program Inc.**, Lyons, N.Y.

“Many of the charitable organizations that were selected provide services in our community for children in need, individuals suffering abuse, people who have disabilities or those who are 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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