

FOR IMMEDIATE RELEASE
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Metro Mattress donates beds to 12 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 12 charitable organizations in Central New York/Southern Tier through its “50 Beds in 50 Days” program.

The program began in Central New York/Southern Tier in January and will continue in Buffalo this spring/summer, Rochester in the fall and Albany/Mohawk Valley at the end of the year. A total of 200 beds will be donated in 2010.

In Central New York/Southern Tier, more than fifty 501(c)(3) organizations submitted applications requesting a total of more than 1,500 beds. Due to the volume of requests, Metro Mattress increased its donation in Central New York/Southern Tier from 50 to 55 beds.

The **Rescue Mission Alliance of Syracuse**, which plans to open housing for homeless men in Binghamton, N.Y., will receive 32 beds through the “50 Beds in 50 Days” program. Other organizations that will receive beds include: **Catholic Charities of Onondaga County**, Syracuse, N.Y.; **Central New York Adult Homes Inc.**, Weedsport, N.Y.; **Chapel House Inc.**, Auburn, N.Y.; **Glove House Inc.**, Elmira, N.Y.; **L'Arche Syracuse Inc.**, Syracuse, N.Y.; **Liberty Resources Inc.**, Syracuse, N.Y.; **A Room to Heal Inc.**, Vestal, N.Y.; **The Salvation Army of the Syracuse Area**, Syracuse, N.Y.; **Toomey Residential & Community Services**, Syracuse, N.Y.; **Unity House of Cayuga County Inc.**, Auburn, N.Y.; and **Vera House Inc.**, Syracuse, N.Y.

Selected recipients received all or a portion of the beds requested in their applications.

“Many of the charitable organizations that were selected provide services in our community for individuals who are trying to meet basic needs,” said David Shiroff, president and CEO of Metro Mattress. “It is our hope that these beds will help provide 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. For more information, contact David Shiroff, President & CEO at (315) 218-1200 or visit www.metromattress.com.

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