



Beds for Kids Partnership August 2011

FOR IMMEDIATE RELEASE:

Ashley Furniture HomeStore partners with Beds For Kids, Charlotte's Furniture Bank

Charlotte, NC – August 1, 2011 – There are over 7,500 kids in the Charlotte region who ***don't*** have a bed to call their own. Ashley Furniture HomeStore has partnered with Beds for Kids to address this local need in our community.

Beds for Kids is a local non-profit organization who's mission is to provide a bed and other essential furniture to every child and family in need in Charlotte.

Through the partnership with Beds for Kids, as of August 1, 2011, Ashley Furniture HomeStore has agreed to donate five dollars from every mattress purchased in any one of their seven Charlotte area HomeStores directly to Beds for Kids.

In addition to the donations from every mattress sold, Ashley Furniture HomeStore is contributing support in other ways. They also donate much needed items to Beds for Kids such as returned, gently used and sanitized mattresses and furniture. They have also carved out a portion of their television advertising budget to help promote Beds for Kids and raise awareness in the local community. This marketing support will help to bring the message and mission of Beds for Kids to the forefront of others in the local community who can also get involved.

To learn more about Beds for Kids, please visit www.BedsforKids.org.

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