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## **BROAD RIVER FURNITURE ANNOUNCES ASHLEY CARES DONATIONS**

CHARLOTTE, N.C. ---

Ashley Furniture HomeStore licensee Broad River Furniture has announced its donations of \$60,000 over the past six months to various charitable organizations in its store markets, along with 548 beds to Charlotte-based Beds for Kids, as a result of Ashley Cares Events and One For One Campaigns from October 2014 through May.

Ashley Cares Events offer customers a discount on their furniture purchases in exchange for a donation to the designated charity in each market. A combination of customer donations and the Company's match provided cash donations to Children's Hospital of Greenville Health Systems from its stores in Greenville, Spartanburg and Anderson; The Green Chair Project in Raleigh; Eblen Charities in Asheville; USO organizations in the military markets of Fayetteville, Columbia and Augusta, along with local breast cancer charities associated with the Susan G. Komen Foundation. Hundreds of pounds of food donations were made to Second Harvest and other organizations following the Company's November food drives.

In the Charlotte market where Beds For Kids operates, the Company has sponsored four One for One events, resulting in the donation of a new twin mattress to the organization for each mattress customers purchased during the events. The mattresses are delivered along with essential furniture items to the homes of referred children and families who have no bed of their own.

Since 2012, the Company has worked to provide beds for hundreds of children through its partnership with Beds for Kids. Mattress sales from Broad River's eight Charlotte area stores contribute to Beds for Kids, while the firm's nine other North Carolina, South Carolina and Georgia locations contribute to A Hope to Dream, which also provides beds for children in need.

"We had such a huge response to our December One For One Campaign, where we donated a mattress for every mattress our customers purchased, that we decided to add similar events in January, February and May, in addition to other events we're planning this year. We normally accrue a small amount of money to Beds For Kids and A Hope to Dream for every mattress we sell, but we want to give the gift of sleep to as many children as possible, so during these events we significantly increase our contribution to make that a reality. Our May event in conjunction with the Beds for Kids Dream Big Gala Fundraiser, netted 250 beds," explained Charlie Malouf, Broad River co-owner and Chief Operating Officer. Malouf is also the Board Chairman of Beds



for Kids.

Daniel Fogarty, Executive Director of Beds for Kids, said “Ashley Furniture HomeStore’s support for Beds for Kids means so much to us, but even more to the children and families we are able to serve as we continue to advance our mission of providing beds and other essential furniture to those in need in our community.”

“Our store and corporate employees truly enjoy these events and the opportunities to give back to the communities in which we live and serve. We also know from our customers’ responses and comments that they love to be involved in doing good, too. The needs are great right here in our own community, and serving is the right thing to do,” explained Karen McKenzie, Vice President, Marketing.

Broad River regularly sponsors paid time off for its associates to participate in volunteer work. “We all look forward to the time we are able to spend in the BFK warehouse prepping for and then going on deliveries to these children. It’s a very special and meaningful experience for us,” explained Kathryn Barmore, Marketing Specialist.

***Broad River Furniture*** is one of Furniture Today’s Top 100 Furniture Stores and Fastest Growing Furniture Stores. The Company was also recognized by Furniture Today as one of four Retail Giants of Bedding in the U.S. based on its achievements in the competitive mattress arena. Grant Thornton, LLP recognized the Company again this year as one of North Carolina’s Top 100 Private Companies.

Founded in 2003 by CEO Jonathan Ishee and headquartered in Charlotte, NC, Broad River Furniture is the regional licensee of 16 Ashley Furniture HomeStores in North Carolina, South Carolina and Georgia and one Ashley Furniture HomeStore outlet in Charlotte. The privately-held Company employs over 500 at its stores, distribution center and corporate office.

**Ashley Furniture HomeStore** is the #1 selling furniture store brand in the world with over 500 locations. The retailer is an exclusive provider of furniture from Ashley Furniture Industries, Inc., the largest furniture manufacturer in the United States. For more information on Ashley Furniture HomeStore and our products, visit our website at [www.ashleyfurniturehomestore.com](http://www.ashleyfurniturehomestore.com).

**Ashley Furniture Industries, Inc.** is the largest furniture manufacturer in the United States and one of the largest in the world. The company offers one of the industry’s broadest product assortments to retail partners in 123 countries. From design through fulfillment, Ashley continuously strives to provide the best values, selection and service in the furniture industry. For more information on Ashley Furniture and its products, visit [www.ashleyfurniture.com](http://www.ashleyfurniture.com).

**About Beds for Kids.** Since their founding in 2011, Beds for Kids has delivered 2,689 beds and



*18,351 essential furniture pieces to Charlotte families in need. Their mission is to provide a bed and other essential furniture to every child and family in need in Charlotte. Beds for Kids has been Broad River Furniture's designated charity since 2012, and the Company provides funding to them through the sales of mattresses and Ashley Cares Event donations in its Charlotte area stores. Company associates also donate hundreds of hours of volunteer labor to Beds for Kids each year. For more information, visit [www.bedsforkids.org](http://www.bedsforkids.org).*