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Press Release

VMFS of Dubuque orchestrates Pajama Drive to help area children

DUBUQUE, Iowa. – On the doorstep of National Acts of Kindness Week (Feb. 9-15), Verlo Mattress Factory Stores of Dubuque franchise owner Rod Leibfried has announced he would like to reach out to the community for assistance in helping area foster children.

Beginning Feb. 5, Leibfried will be accepting donations of gently worn and new pajamas for children of all sizes to donate to the area’s department of human services. Donations can be dropped off at the Verlo Mattress Factory Stores of Dubuque location at 2725 Dodge St.

Additionally, Leibfried will be offering Verlo gift certificates to donors that can be used by individuals or can be passed along to friends and family as an extra incentive to contribute.

“We would like to run this drive for a year or even more if necessary,” Leibfried said. “There’s certainly a need to help these children, and I’m confident the community will step in as well.”

Hillary Law, Department of Human Services, said she is extremely grateful for the call for community support.

“Children in foster care have experienced a great deal of loss and often enter foster care with minimal belongings. Resources as simple as new pajamas can assist children in feeling a sense of belonging and lets them know that the community as a whole cares about them,” Law said. “Verlo’s initiative in organizing this event is greatly appreciated. With their help, hundreds of foster kids in the Dubuque area will benefit by receiving cozy pajamas.”

To learn more about the Department of Human Services or how to help in other capacities, such as becoming a foster parent, please contact Iowa Kidsnet at 800.243.0756.

To learn more about Verlo Mattress Factory Stores, visit verlo.com or call 563.585.0393.

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