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Press Release

VMFS of Fort Atkinson holding fundraiser for Relay for Life April 4

Verlo's Relay for Life Spring Fling will host famous Wisconsin mascots

FORT ATKINSON, Wis. – To shrug off the winter doldrums, Verlo Mattress Factory Stores of Fort Atkinson franchise owner Adel Salameh decided a communitywide block party is in order. On **Saturday, April 4, from 11 a.m. until 2 p.m.** Salameh and his team are hosting a party for a cause in the parking lot behind McDonalds, at 201 N. Main St.

“We’ll have a tent, raffles, food and fun,” Salameh said. “And we will be joined by Verlo’s Mattress Man, our lovable blue mascot, and two of the Brewers’ world-famous racing sausages as well as Bernie Brewer from **11:30 a.m. until 12:30 p.m.**”

Salameh said the best part of the party is that it is for a good cause: “Some of our vendors will be donating proceeds to the Relay for Life cause, and I will be donating 5 percent of my profits that day to Relay for Life as well.”

Salameh hopes the event will help lift spirits in the community.

“Between the economy and just the normal blahs that come with the winter season, I thought this would be a perfect way to get the community outdoors while supporting a good cause in the process,” Salameh said.

For more information about participation, Salameh encourages individuals to contact Verlo Mattress Factory Stores LLC’s Director of Corporate Communications Julie Henningfield at 920.568.3103 or jhenningfield@verlo.com.

About Verlo Mattress Factory Stores

Headquartered in Fort Atkinson, Wis., Verlo Mattress Factory Stores is the nation’s largest Craftsman-Direct® mattress retailer. Offering the only franchise opportunity in the \$8 billion-a-year sleep specialty industry, Verlo Mattress Factory Stores was named a Retail Giant of Bedding by *Furniture Today* in 2008 and earned a spot in *Entrepreneur Magazine’s* 27th Annual Franchise 500 in 2006. Verlo’s business model sustains the retail framework for custom-built mattresses, ornamental design beds, futon mattresses, assorted futon covers, futon frames, bolsters and pillows.

Currently, Verlo has a highly concentrated retail presence in the Midwest with stores expanding as far west as Colorado and as far south as Texas.

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