



## **Verlo Mattress Factory Stores partners with Red Cross for communitywide fundraiser July 5**

FORT ATKINSON, Wis. – With the recent devastation from flooding affecting many businesses, individuals and families in Jefferson County, Verlo Mattress Factory Stores of Fort Atkinson franchise owner Adel Salameh has decided to take action.

Salameh has scheduled a communitywide fund-raiser for Saturday, July 5 in the parking lot behind McDonald's off Main Street in Fort Atkinson in hopes of drawing participation from area businesses and individuals. He is organizing a special mattress truckload sale, with the pledge to donate 5 percent of all sales to the South Central Wisconsin Red Cross. He has invited other businesses and individuals to do the same.

“When we were notified that the area Red Cross’ funds were depleted, we decided to take immediate action. We’d rather do something quickly than sit idly by,” Salameh said.

In addition to the 5 percent pledge, Salameh will also have a queen-size mattress as a silent auction item. The starting bid will automatically be set at \$300 and he will donate the winning bid’s proceeds to the Red Cross.

“In times like these, it’s important for the community to come together and I see this as an opportunity to unite resources to help each other,” Salameh said.

Salameh is requesting that businesses contribute raffle prizes or set up tables with merchandise to sell to raise funds. He also invites families and individuals to bring their rummage sales to the event with the promise to pledge funds to the Red Cross as well.

“Set up a lemonade stand or bring your puppies and chickens,” Salameh said.  
“Anything and everything is welcome. It’s all for a good cause!”

Anyone interested in contributing or volunteering is asked to contact Verlo Mattress Factory Stores LLC Director of Corporate Communications Julie Henningfield at 920.568.3103 or [jhenningfield@verlo.com](mailto: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* 27<sup>th</sup> 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 Florida and now Texas.

Visit [www.verlo.com](http://www.verlo.com) or [www.verlofranchise.com](http://www.verlofranchise.com).

**Contact information:** Julie Henningfield, Director of Corporate Communications, 920.568.3103; [jhenningfield@verlo.com](mailto:jhenningfield@verlo.com).