



FOR IMMEDIATE RELEASE

Verlo Mattress Factory Stores co-sponsors Fort Atkinson Easter Egg Hunt

FORT ATKINSON, Wis. – Hippity-hop to Jones Park, 615 Janesville Ave., for the Easter egg hunt Saturday, March 15, beginning at 9:30 a.m.

Sponsored by the Fort Atkinson Parks & Recreation Department and Verlo Mattress Factory Stores, little ones, ages 1-7, are invited to participate in the fun. Over 2000 eggs will be hidden in two areas in Jones Park. Every egg has a toy and a piece of candy inside. Twelve lucky children will win an Easter basket full of goodies.

The Easter Bunny will also be on hand for the event and will be joined by Verlo Mattress Factory Stores' lovable mascot Mattress Man. Participants are invited to have their pictures taken from 9:30 a.m. to 9:55 a.m. with the Easter Bunny and Mattress Man. And the dynamic duo will kick off the event at 10 a.m. Mattress Man will have some fun prizes to hand out to participants as well.

“We are looking forward to a fantastic turnout for our first year as participants in this event,” Verlo Mattress Factory Stores of Fort Atkinson franchise owner Adel Salameh said.

Verlo Mattress Factory Stores is 50!

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 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 Florida and now Texas.

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