



VMFS of Green Bay delivers holiday cheer to military veterans

GREEN BAY, Wis. - Verlo Mattress Factory Stores of Green Bay and radio personality/voice of local sports John Maino teamed up to spread some holiday cheer to military veterans. Maino organized a drive to collect gifts from DVDs, iPods and backpacks that were shipped Dec. 4 from the Verlo Mattress Factory Stores of Green Bay, 920 Lambeau St. Franchise owner Jeff LeMay and his staff repackaged holiday gifts for shipping to the Walter Reed Army Medical Center in Washington, D.C. LeMay also generously offered to pay for express shipping.

About Verlo Mattress Factory Stores

Headquartered in Whitewater, Wisconsin, Verlo Mattress Factory Stores is the nation's largest Craftsman-Direct® mattress retailer. Offering the only franchise opportunity in the \$7.7 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. Verlo also has offerings in 700-thread-count sheet sets, Talalay latex and synthetic down pillows and pads.

Currently, Verlo has a retail presence in nine states including: Colorado, Illinois, Wisconsin, Iowa, Missouri, North Carolina, Georgia, Florida and Pennsylvania.

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