



## **A pastor's life isn't always a bed of roses** ***Verlo Mattress Factory Stores donates beds to Pastors Retreat Network***

DELAFIELD, Wis. – A recent study released by Peacemaker Ministries shows that more than 1,500 pastors are resigning from ministry each month in the United States due to burnout, overwork and conflict.

Pastors Retreat Network and Verlo Mattress Factory Stores of Greenfield hope to shrink this astounding dropout rate.

Founded in 1997 to provide self-directed retreats to pastors and their spouses, the Pastors Retreat Network's main focus is to reenergize, reinvigorate and renew individuals' spirits to better serve their congregations.

“Our ministry offers a four-day, five-night retreat in Wisconsin, Ohio or Texas,” Pastors Retreat Network Development Director Jim Watters said. “Rest is a critical factor in the retreat experience so a great bed is a must. Our program director, Betty Mulloy, has owned a Verlo bed for more than 15 years and loves it. She couldn't think of a better brand to recommend.”

Verlo Mattress Factory Stores of Greenfield franchise owners Greg Gardetto and Mike Murphy were more than willing to help and have donated six custom-crafted queen sets to the facility.

“We're always willing to step in for worthy causes when we have the ability to accommodate requests like this one,” Gardetto said. “It's our way of giving back to the community. We also understand the importance of sleep – for these individuals, especially, who handle someone else's problems on a daily basis, optimum rest is essential.”

Watters said the Pastors Retreat Network is very grateful to Verlo Mattress Factory Stores for stepping in to fulfill their need.

“Pastors Retreat Network is a Wisconsin-based ministry and Verlo is a neighbor, so it made sense to us to see if Verlo would be interested in meeting our need,” Watters said. “We'll be sure to let our guests know where these wonderful mattresses came from.”

To learn more about Pastors Retreat Network, visit [www.pastorsretreatnetwork.org](http://www.pastorsretreatnetwork.org).

### **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 \$7.7 billion-a-year sleep specialty industry, Verlo Mattress Factory Stores 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.

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