



**For Details Contact:**  
Julie Henningfield  
Director of Communications  
[jhenningfield@verlo.com](mailto:jhenningfield@verlo.com)

201 N. Main St.  
Suite 5  
Fort Atkinson, WI 53538  
[www.verlo.com](http://www.verlo.com)

Phone: 920.568.3103  
Fax: 920.568.3140

## Press Release

### **Verlo Mattress Factory Stores pays it forward in Dubuque**

DUBUQUE, Iowa – A lovable blue mattress has been seen gracing area restaurants, beauty shops and laundry mats, debunking economic strife and spreading good cheer.

This week, Feb. 9-13, designated as National Acts of Kindness Week, Verlo's Mattress Man is out in full force.

"There's no doubt; we're all hurting financially," Verlo Mattress Factory Stores of Dubuque franchise owner Rodney Leibfried said. "I feel it's times like these that paying it forward is even more necessary."

In fact, Leibfried started his pay-it-forward campaign before Christmas, performing acts of kindness at least five times a week. Yes, he's been greeted with strange reactions from startled faces to hysterical laughter, but he said it's worth it.

"The first time I walked into the Village Inn Restaurant in Dubuque, I accompanied Mattress Man, and the waitress asked if I wanted a table for two," Leibfried said. "But once I explained that I wanted to pay for someone's lunch, her sarcasm turned to gratefulness."

Leibfried said he's also never sure how the recipients of his acts of kindness are going to respond.

"Mattress Man paid for a woman's perm," Leibfried said. "And she just couldn't believe it. She didn't think we were serious!"

Leibfried plans to carry the pay-it-forward torch in hopes that it will catch on. Folks in Dubuque can expect to see a lot more of Mattress Man, especially this week.

"It makes me feel good to make someone's day," Leibfried said. "It's the little things; you know?"

### **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 Texas.

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