



Verlo Mattress Factory Stores of Yorkville hosting grand-opening event this weekend

YORKVILLE, Ill. – Break out your pajamas, folks; it's party time! Verlo Mattress Factory Stores franchise owners Eric and Sharon Ginn have brought the business of better sleep to Yorkville and are celebrating their new location at 928 North Bridge St., (Route 47), south of Route 34 by AutoZone, with a grand-opening event set for **this weekend, Sept. 22-23.**

Where else are you allowed to go out in public in your PJs?

That's right, the community is invited to attend the storewide pajama party on **Saturday, Sept. 22**, and will be rewarded with prizes for doing so. A prize will be given to the first person who arrives in bunny slippers, and prizes will be handed out for the best PJs. Pictures will be taken and posted at the Yorkville store for the remainder of the month. Other fun promotions include a Princess and the Pea Contest, balloons for the kids, refreshments and giveaways for everyone.

"We love Yorkville," Sharon said. "This is our way of inviting community members to get to know us as neighbors!"

WSPY (107.1 FM) will broadcast live at the Yorkville store on **Saturday, Sept. 22**, from 10 a.m. to 1 p.m. during the grand-opening celebration. Stop by and maybe even get a chance to get on the radio!

Verlo's lovable mascot, Mattress Man, will also be making an appearance and will be available for photos as well.

"We encourage everyone to stop out and say 'hi,'" Sharon said. "We have plenty of things going on for all ages!"

The grand-opening event will be held at the Yorkville store, running all weekend starting at 9 a.m. on Saturday, Sept. 22, and ending at 5 p.m. on Sunday, Sept. 23. All six of the Ginns' stores will be celebrating this weekend, with a first-time-ever 24-month, special financing promotion and a king-for-a-queen mattress sale. There will be loads of fun and savings for everyone this weekend at Verlo Mattress Factory Stores at the Ginns' other locations in Geneva, Naperville, Plainfield, Schaumburg and Willowbrook.

All of the Ginns' Verlo Mattress Factory Stores locations carry custom-built mattresses from round beds to pet beds to beds for RVs, campers or boats. Customers are also invited to check out ornamental design beds, futon mattresses, assorted futon covers, futon frames, bolsters and pillows.

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 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.

Visit www.verlo.com or www.verlofranchise.com for more information.