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Contact:
Michelle Quinn - MWQPR
michelle@mwqpr.com
805-886-3756

SERTA ANNOUNCES WINNER OF HOTEL COMMUNITY ENGAGEMENT CONTEST

Mattress manufacturer providing \$10,000 donation to winner of Serta Supports Charity and Comfort Mattress Giveaway

Hoffman Estates, IL - (March 30, 2015) – Serta, the leading mattress manufacturer in the United States, announced the winner of its “Serta Supports Charity and Comfort Mattress Giveaway,” a nationwide contest encouraging hotels to submit stories of how their properties support their local communities. This contest reflects Serta’s charitable philosophy of delivering comfort to those in need.

DoubleTree by Hilton Minneapolis–Park Place, the winning property with more than 5,600 votes, will receive \$10,000 worth of Serta mattresses in recognition of its community endeavors. In addition, \$5,000 worth of Serta mattresses will be donated to Sharing and Caring Hands, which offers transitional apartments for homeless families with children.

“We are honored to recognize a property that is clearly a community leader,” said Rick Sequeira, Serta Vice President of Hospitality Sales. “Serta has a strong commitment to making a positive impact beyond everyday good business practices. To see the tremendous response from the hospitality community who share this goal is heartwarming.”

DoubleTree by Hilton Minneapolis–Park Place has made charitable giving part of its company culture through its CARE Committee, which aims to identify ways that the hotel can support local organizations on an ongoing basis. Their impressive list of endeavors includes food, clothing and school supply drives for the St. Louis Park Emergency Program (STEP), food drives for the Emergency Food Shelf Network, newspaper collection for the local Animal Humane Society, fundraising support for the Leukemia and Lymphoma Society, hosting local blood drives for the Red Cross and children’s book drives for Mary’s Place, the complex of transitional apartments managed by Sharing and Caring Hands.

“We are very appreciative of Serta’s support, both of our hotel and Sharing and Caring Hands, a local organization that supports the homeless and that is in dire need of new mattresses,” said Dan Winslow, General Manager. “The DoubleTree by Hilton Minneapolis–Park Place team is also excited to volunteer with the Serta in person at Mary’s Place later this year.”

Serta team members will travel to Minneapolis March 31, 2015 to volunteer at Mary’s Place, the complex of transitional apartments managed by Sharing and Caring Hands.

About Serta

Serta and its licensees together are the #1 mattress manufacturers in the United States. Serta's product portfolio includes the Perfect Sleeper®, which is the Only Official Mattress of the National Sleep Foundation, and the iComfort® Sleep System, both named Consumers Digest Best Buys. Serta's brands also include the iSeries® Hybrid Sleep System and the exclusive Trump Home® and Bellagio at Home® mattress collections. As the leading provider of mattresses to the hospitality industry, Serta partners with hotel groups such as Hilton Worldwide, Marriott International, Intercontinental Hotels Group, Choice Hotels International, Best Western International, Omni Hotels and Resorts, as well as Bellagio Las Vegas. Serta has 23 U.S. and four Canadian manufacturing plants. In addition, Serta is distributed internationally in more than 150 other countries. With its worldwide network, Serta is able to respond quickly to customers' needs while still preserving strict control standards to ensure the highest quality. For more information, visit www.serta.com.

About Sharing and Caring Hands

Sharing and Caring Hands is compassionate response to the needs of the poor. We are set up to be a safety net organization to help with whatever needs are not being met. This includes but is not limited to providing meals, clothing, showers, shelter, transportation help, rent deposits, rent help, medical assistant, dental care, furniture, school expenses and other needs. Sharing and Caring Hands provides these with dignity, we reaffirm the self-worth of each individual and want to assist in that person with reaching his or her greatest potential. Sharing and Caring Hands stands as an emotional anchor and a beacon of hope to those who are alone, afraid or in need.

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