



Serta® Mattress Dares You to Get Sheepless this Memorial Day Weekend

Mattress manufacturer offers incredible savings on a limited edition Perfect Sleeper mattress with Memory Foam; vows to put the Counting Sheep back out to pasture.

([PRWEB](#)) May 27, 2010 -- Serta Mattress officials will not rest until people everywhere stop counting sheep and start sleeping better this Memorial Day weekend. The company, which announced its mission to help people all over the world “Get Sheepless” earlier this year, has officially launched its nationwide Dare to Compare Memorial Day Mattress Event going on now at participating Serta retailers.

During the Dare to Compare Mattress Event, Serta is inviting consumers to visit www.serta.com/promo and compare their old worn-out mattresses to the new, limited edition Serta Perfect Sleeper®. This special Perfect Sleeper mattress is built using some of today’s most advanced comfort and support features including Serta’s exclusive Continuous Support® Innerspring system and Advanced Comfort Quilt®, a patented comfort featured designed to help reduce tossing and turning. Plus, this mattress features a layer of Memory Foam for enhanced comfort and additional pressure relief.

Serta retailers are offering this limited edition Perfect Sleeper mattress, as well as a variety of other Serta mattresses, at amazingly affordable prices this Memorial Day weekend. Consumers can visit www.serta.com and use the Store Locator tool to find a local, participating retailer to take advantage of these seasonal deals.

“Memorial Day weekend marks the beginning of a new season, making it a great time to commit to getting better sleep from a new mattress,” says Kelly Ellis, Director of Integrated Marketing for Serta. “If you are in the market for a new mattress, this is a great time to buy because retailers are offering incredible savings. If you aren’t quite sure, then it is still a good time to visit our website and other online communities to start thinking about Getting Sheepless.”

The latest television commercials for the Dare to Compare Event, featuring the beloved Serta Counting Sheep, are available to view at www.serta.com/promo.

In addition to the company website, www.serta.com, consumers can get the latest Serta news and information on special events and contests by joining Serta’s Facebook community (www.facebook.com/sertamattress) or following Serta on Twitter (www.twitter.com/sertamattresses).

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