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**FOR IMMEDIATE RELEASE**

**Serta Brings Sweet Dreams and a Special Delivery to Deserving Women**

**Hoffman Estates, Ill:** In continuing support of its partnership with Susan G. Komen for the Cure®, Serta is putting the famous Counting Sheep back to work with their Counting Sheep for the Cure™ essay contest. Serta will honor two breast cancer survivors or co-survivors with a \$10,000 bedroom makeover created by a celebrity home designer and a \$5,000 donation to Komen for the Cure in their name.

Since 2005, Serta has donated almost \$600,000 to Susan G. Komen for the Cure® to support Komen's promise to save lives and end breast cancer forever. Serta is calling for nominations for special women or men who've been touched by breast cancer. Whether they are a survivor or a co-survivor, entrants are invited to submit an essay about their breast cancer story. All entrants have the opportunity to be selected to receive the celebrity designer bedroom makeover.

To create the new bedrooms, Serta's Counting Sheep for the Cure™ has teamed up with celebrity home designer, Thom Filicia, from "Queer Eye for the Straight Guy" And Style Network's "Dress My Nest." "I wanted to honor these special women by designing a space that would not only be beautiful but provide comfort and support," said Filicia. "The cause is important to me and I'm glad I can celebrate their fight by designing a new bedroom that mirrors their new beginnings."

Entries can be submitted online at [www.serta.com](http://www.serta.com) or they can be dropped off at an America's Mattress store to receive a special Serta Counting Sheep for the Cure gift (only at participating America's Mattress retailers. For a full list of participating stores, visit [www.americasmattress.com](http://www.americasmattress.com)). Additionally, limited edition Counting Sheep for the Cure pink mattress sets will be available at participating retailers.

"To further our commitment to the cause, we wanted to give people the opportunity to reflect upon the individuals who have risen above breast cancer and have been sources of inspiration to all," said Kelly Rampson, Serta's director of marketing. "We are looking forward to bringing comfort to the cause."

[About Serta](#)

Serta is a bedding brand leader and the manufacturer of the best selling premium mattress in America, The Serta Perfect Sleeper®, the upscale Perfect Day® collection and the elegant Vera Wang by Serta® Collection. For more information, visit, [www.serta.com](http://www.serta.com). As the leading provider of mattresses to the hospitality industry, Serta partners with hotel groups such as Hilton Hotels, Marriott, Intercontinental Hotels Group, Bellagio Hotel, Wyndham Hotels, Omni Hotels, Choice Hotels, Accor Hotels and many more.

Headquartered in Hoffman Estates, Illinois, Serta has 26 U.S. and four Canadian manufacturing plants. In addition, Serta is distributed internationally in 60 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 products.

#### About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-800 I'M AWARE.

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