



## **Serta® Mattress Aims to Help People Get Sheepless this Presidents Day**

*Bedding brand leader providing consumers more ways to get comfortable and stop counting sheep*

Hoffman Estates, IL ([PRWEB](#)) February 12, 2010 -- Serta mattress is helping consumers across the country get “Sheepless” this Presidents Day weekend with its Free Comforter Giveaway Event plus a new Twitter program designed to promote better comfort and sleep.

The Serta Free Comforter Giveaway Event is going on this Presidents Day weekend at participating Serta retailers nationwide. Consumers that purchase any Serta mattress or set with a retail purchase price of \$795 or more will receive a mail in form for a free Serta comforter (retail value of up to \$129) made with a 100% down-alternative fill. Details of the promotion as well as a printable mail in form are available at [www.serta.com/promo](http://www.serta.com/promo). The Free Comforter Event runs through March 15th.

In addition to the Comforter Giveaway Event, Serta is running 40 Nights of Sheepless Comfort exclusively on Twitter. Serta will tweet out 40 favorite “comfort” tips daily and ask followers to share their tips in return. One participant will be selected to win a rare, large Serta Counting Sheep plush toy. Find Serta on Twitter at [www.twitter.com/sertamattresses](http://www.twitter.com/sertamattresses).

“The goal in sharing these favorite comfort tips is to help consumers bring more comfort into their lives so they can sleep better every night,” says Kelly Ellis, Director of Integrated Marketing for Serta. “A good mattress is the centerpiece of the sleeping experience. But there are many other little things that can enhance one’s comfort and this is what we want to talk about with our followers on Twitter”.

Consumers can also find Serta on Facebook at [www.facebook.com/sertamattress](http://www.facebook.com/sertamattress).

###



### **Contact Information**

**Kelly Ellis**

Serta

<http://www.serta.com>

847-747-0460

### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

### **PRWebPodcast Available**

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)