



FOR IMMEDIATE RELEASE

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Verlo donates beds to Interfaith House as part of 'Big Give' challenge

FORT ATKINSON, Wis. – Trey Gonzales didn't set out to be an *Oprah's Big Give* viewer...his goal was to be a contestant. He had his application and audition tape ready for submission when he realized he missed the deadline by almost a year! That's when he says he had a light-bulb moment. "[I realized] I didn't really need to be on the show to give big," he says.

Gonzales says he and his friends watch the show every Sunday and discuss how they can give back to their community. "We're going to do Big Gives every month for the upcoming year," he says.

To help him get started, Nate Berkus of the *Oprah Winfrey Show* surprised Gonzales with cash worth \$10,000. Gonzales was given five days to make the most of this money with every dollar going to a perfect stranger.

After choosing to adopt the Interfaith House, a homeless shelter in Chicago, Gonzales organized a small group of friends and a list of tasks to raise money and collect necessities for the shelter.

Leisa Onslow was one of those friends. A previous Verlo Mattress Factory Stores customer, Onslow got in touch with Verlo Mattress Factory Stores headquarters.

Onslow explained that she was looking for a sponsor for beds and needed a commitment that day. Verlo Mattress Factory Stores has made the commitment to provide the Interfaith House with 64 beds and 128 Everloft® pillows valued at \$30,000, and will deliver the beds on Monday, May 19.

Verlo Mattress Factory Stores is 50!

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 and now Texas.

Visit www.verlo.com or www.verlofranchise.com.

About the Interfaith House:

Interfaith House provides residential and support services for homeless adults in need of recovery from an acute medical illness or injury. Through our team of professional staff, committed service partners and dedicated volunteers we: support our residents' needs for health, social and spiritual services, healing and reflection, and longer term housing, advocate for persons who are homeless and for solutions to homelessness, provide measurable excellence in caring, cost-effective, holistic healing that inspires and serves as a model for others and offer learning opportunities for students, interns and volunteers.