

**Ekornes, Inc. Partners with Retailer Network to Raise Money for Local Charities**

*New Event Calendar Extends the Company’s Popular Holiday Promotion*

FOR RELEASE IMMEDIATELY

Somerset, NJ (May 7, 2020) – Ekornes, Inc. has modified its annual sales event calendar considering the Covid-19 pandemic to give retailers the opportunity to raise funds for local organizations while offering consumers significant discounts on Stressless furniture.

The company runs the annual Chairity of Choice promotion through its network of dealers each year from Nov-Jan but will move this offer up and run it beginning June 5.

“There has never been a more important time to give back and support those in need in our local communities,” says Peter Bjerregaard, President. “Our annual charity promotion is one of our top producing events each year and it makes perfect sense to run it as soon as many of our retail partners are able to open their doors back up.”

Consumers are asked to donate a minimum of $50 to the retailers’ choice of charity and in return they receive savings on Stressless products.

“We have never offered such discounts on Stressless until now,” says Bjerregaard. “We recognize that consumers will need incentives to get them back into buying mode and we are pleased to be able to offer great savings on nearly every Stressless product.”

The Chairity of Choice promotion runs for 3 periods this year: June 5-August 3, September 4-October 19 and November 20-January 18, 2021. An additional monetary incentive to retail sales associates will be offered during the Sept event.

“We are making this an ongoing event so that our retail partners will be able to partake at any time that they are able to open their doors again,” says Bjerregaard. “If they open in early June they will be able to run the promotion immediately and same if they open up any time later in the year. Since we run this event each year our retailers are familiar with it and can implement with ease as soon as possible.”

Last year’s event, which ran from Nov 2019-Jan 2020, produced over 7100 Stressless seats sold for an estimated $360,000+ in donations across the US and Canada.

“With so many organizations needing support and contributions we are happy to be able to team up with our wonderful retailers to do just a very small part in giving back and helping in local communities.”

*Ekornes is the largest furniture manufacturer in Norway and owns the brand names of Ekornes®, Stressless®, Svane®, and IMG. Ekornes sells its products in 43 countries, maintains 18 sales offices in 11 countries, runs more than 4,000 sales outlets, and operates 10 production units in 4 countries. Company revenue amounts to around 3.2bn NOK (€ 315m) and the company employs some 2,200 people.*

For more information, contact Beverly Kastel at Beverly.kastel@stressless.com.

A drawing of a cartoon character

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