

## Paramount Sleep Launches Yearlong Retailer Giveaway

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*The family-owned luxury mattress maker begins free mattress contest at retail to celebrate its 90th anniversary.*

Norfolk, Virginia-based **Paramount Sleep Co.** has kicked off a yearlong retailer giveaway to celebrate its 90th anniversary. The giveaway consists of a test rest program that runs from February through December.

According to a news release, Paramount will award two 90th anniversary model mattresses at each participating retail location each month: one for the consumer who completes a test rest, and one for the retail sales associate who facilitates the test rest. Retailers are eligible to participate by displaying at least two of Paramount's new 90th anniversary mattress models on their showroom floor.

Participating retailers will receive a comprehensive package of benefits and marketing support, including the Paramount 90th anniversary sleep system top-of-bed display, exclusive signage, up to \$2,500 in additional advertising support, a featured listing on the Paramount Sleep Co. website, comprehensive marketing materials and detailed educational resources.

The names of each RSA and customer who complete the test rest will be entered into a drawing. Each retail store will submit the entries to Paramount Sleep within 10 days of each month's end. Paramount will draw from those names and announce the winners. Paramount's dedicated truck will deliver the mattresses to the retail store with the retailers handling final

customer delivery. Mattress winners may upgrade to other Paramount mattresses by paying the difference in wholesale cost, the news release said.



“In commemorating our 90 years of success as a family-owned and operated handcrafted mattress company, we have created a celebratory way to engage our customers and end-consumers with our brand and products. Our goal is always to help our retail partners drive business and reward them for their efforts and loyalty,” said Richard Fleck, president of Paramount Sleep.