



PRESS RELEASE

FOR IMMEDIATE RELEASE
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Sleep Outfitters to celebrate new Cookeville store grand opening Thursday, October 16

COOKEVILLE, TENN. – Mattress retailer [Sleep Outfitters](#) will celebrate the grand opening of their new store at Jackson Plaza in front of Belk's and Dunham Sports, Thursday, Oct. 16, from 5 to 6:30 p.m.

The public is invited to attend, and enjoy refreshments and a chance to win a dream vacation for two, including hotel and airfare, to one of a 29 exciting destinations. The winner must be present.

Sleep Outfitters' now has 14 stores in Tennessee.

Sleep Outfitters' parent company, Innovative Mattress Solutions (iMS), operates 155 stores across six states -- West Virginia, Ohio, Kentucky, Tennessee, Indiana and Alabama – under the Sleep Outfitters, Mattress Warehouse and Mattress King (Alabama) names.

IMS was founded by Louisville native and University of Kentucky alumna Kim Knopf 30 years ago in South Charleston, W.Va. when she opened her first store, under the Mattress Warehouse name. Trade publication Furniture/Today last year cited Innovative Mattress Solutions as the country's eighth largest mattress retailer.

In addition to the well-known Sealy, Stearns & Foster and Tempur-Pedic mattress products, the company is the exclusive provider in its markets of the British-made Dormeo Octaspring mattresses. Sleep Outfitters and its sister stores are the only places in the world to purchase the Kim Knopf-designed uDream lines of mattresses.

Sleep Outfitters also carries many sleep technologies and products, such as memory foam, gel and innerspring mattresses, adjustable bed foundations, and sleep accessories such as pillows and bed bug protectors.

As part of its 30th anniversary celebration last year, Sleep Outfitters gave away one queen-sized mattress set each week for 30 weeks from May to November, 2013. Customers registered on Facebook for a chance to win Sealy, Stearns and Foster, Tempur-Pedic, Octaspring and uDream mattress sets.

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In December, IMS invited its 30 mattress winners to help donate 30 mattresses to people in need by nominating local charities to receive mattress donations. Fifteen winners nominated hometown charities. The top six charities receiving the most Facebook likes received five new mattresses each to help the people they serve. The charities are located in Ohio, West Virginia and Kentucky.

Mattress Recycling Leader

Discarded mattresses are becoming a nuisance in America's landfills. Partnering with [Spring Back Recycling of Nashville, Tenn.](#), Sleep Outfitters recycles an average of 400 old mattresses a week by deconstructing them and selling the materials for new and different uses.

In 2013, iMS recycled nearly 17,000 mattresses taken from customers' homes, diverting more than 1.2 million pounds of mattress waste from community landfills.

As of Oct.10, iMS had recycled 16,497 mattresses, constituting 1,243,379 pounds of mattress waste.

About Mattress Warehouse, Sleep Outfitters, Mattress King and Innovative Mattress Solutions

Innovative Mattress Solutions, headquartered in Winfield, W.Va., operates more than 150 retail mattress stores under the Mattress Warehouse, Sleep Outfitters and Mattress King brands in six states: West Virginia, Ohio, Kentucky, Indiana, Tennessee and Alabama.

Founded in 1983 by CEO Kim Brown Knopf, the company and its team believe a restful night's sleep is the foundation of a healthy lifestyle. Their comfort and price promises help customers rest easy, knowing they have 120 days to make a change if they are not comfortable sleeping in their new bed.

For more information on Sleep Outfitters, visit and like [Sleep Outfitters Facebook Page](#)

For more information on Kim Knopf and the company's history, visit our newsroom at [Sleep Outfitters Newsroom](#)

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