



**For Immediate Release**  
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**Protect-A-Bed® Sponsors Educational Bed Bug Webinar**  
*Webinar Explores Addressing and Preventing Bed Bug Infestations*

Chicago, IL (March 18, 2010) – [Protect-A-Bed®](#), the leading provider of bed bug proof mattress encasements for the corporate housing industry, is sponsoring an educational webinar discussion on fighting the bed bug battle and [bed bug](#) in cooperation with the Corporate Housing Providers Association (CHPA) on March 23.

The hour-long session will take place from 2:00 – 3:00 p.m. EST., giving attendees a valuable opportunity to learn more about proactively managing [bed bug infestations](#) and their associated liabilities for properties. The webinar will feature entomologist Rick Cooper.

Cooper is Technical Director for Cooper Pest Solutions and Vice President of Bed Bug Central. During the past several years, Cooper has been recognized as one of the country's leading experts on the subject of bed bugs and bed bug management. He has been featured as an expert on bed bugs on NBC Dateline, the Discovery Channel, The Early Show (CBS), The Today Show (NBC), the Doctor Oz Show and as a repeat guest on National Public Radio.

According to Rita Haney, National Sales Manager of Protect-A-Bed's Rent-to-Own and Corporate Housing Division, bed bugs are anything but selective in their choice of a home and not surprisingly, they have made corporate housing properties and hotels their own home-away-from-home. "Bed bugs have undoubtedly escalated into a serious issue now affecting even the cleanest and most affluent properties in every corner of the country," Haney said. "And with that comes legal and financial implications that can be devastating to a property, not to mention its reputation."

The webinar is designed to address the complexities surrounding an infestation. "The webinar will discuss the myths and realities of bed bug management," Haney says. "First and foremost, it will provide education and information so property managers and owners can make important decisions about bed bugs."

With the resurgence of bed bug infestations has come a heightened awareness among property owners and managers who understand the need to be proactive with the problem. In response, Protect-A-Bed has developed a full line of protection products for pillows and mattresses that enable properties to create a healthy, clean and comfortable sleep environment for their guests.

“In the fight against bed bugs, fully encasing your mattresses and box springs can help mitigate the damage of an infestation and help in early detection,” Haney said. “Protect-A-Bed is committed to teaching property managers how to manage the issue before it spirals out of control. This includes training their employees on frequent inspections for early detection of bed bugs.”

To register for this webinar, please visit [www.chpaonline.com](http://www.chpaonline.com).

“In the end, we hope attendees are equipped with the knowledge to put a pro-active plan in place to make important procedure decisions when faced with an infestation,” Haney said. “We would like to give them the knowledge they need to identify and treat bed bugs immediately, as well as manage costs and liability exposure.

To learn more about Protect-A-Bed’s mattress and pillow protection products, visit [www.protectabed.com](http://www.protectabed.com).

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#### About [Protect-A-Bed®](#)

Protect-A-Bed offers consumers a complete line of protective bedding products to create a Healthy Sleep Zone. The unique technology featured in Protect-A-Bed’s mattress and pillow protectors was developed in South Africa in 1980 before the company was officially established in the United States in 2000. Now selling in 27 countries, Protect-A-Bed is a worldwide leader in mattress protection innovation. The company developed the proprietary Miracle Membrane® and patented Bug Lock® and Secure Seal®, which help create a dry, bed bug free, anti-allergy sleep zone for people of all ages. Protect-A-Bed products are listed as a Class 1 Medical Device with the Food and Drug Administration and have received the Good Housekeeping Seal. For more information, visit [www.protectabed.com](http://www.protectabed.com).

#### About CHPA

The Corporate Housing Providers Association (CHPA) is the only trade association dedicated to the corporate housing industry. The Association offers networking, educational and informational opportunities to providers and partners worldwide. For more details and membership information, please go to [www.chpaonline.org](http://www.chpaonline.org).