



Every Mattress Needs Protection

Protect-A-Bed® Launches Website Giveaways

Company Dedicated to Healthy Sleep Zone Education, Awareness

Chicago, IL – [Protect-A-Bed®](http://www.protectabed.com) is on a mission to ensure that people of all ages benefit from the qualities of a healthy sleep zone. In honor of Better Sleep Month, which is recognized during the month of May, Protect-A-Bed is launching the Healthy Sleep Zone Solutions giveaway series at <http://www.protectabed.com/content/ProtectABed/CustomPages/giveaway.htm>.

During the weekly giveaways, consumers will have the chance to win a variety of Protect-A-Bed products by visiting the website and filling out a simple online form. The first round of giveaways will take place every Friday through June 10 and will focus on allergy relief. The first chance to win is Friday, May 13.

According to James Bell, CEO of Protect-A-Bed, about one in five Americans suffer from allergies, and dust mites are among the biggest contributors, leading to a significant number of asthma attacks. “The bedroom contains the greatest number of dust mites and pet allergens, which makes it the most important room to allergen-proof,” he says. “That is why we place such a strong emphasis on the allergen-protective features of our products.”

We continually hear from happy customers that our products provide relief for those suffering from indoor and seasonal allergies. “Through our website giveaways, we’re hoping to educate more people about the positive benefits they can feel by protecting their mattresses from harmful allergens,” he says.

According to Bell, by continually sharing information, resources and education, Protect-A-Bed helped consumers achieve a healthy and comfortable sleep.

“The health concerns of consumers are very real, but many aren’t aware there is a solution. Our products are designed to help people get the rest they need by providing the peace of mind that comes with knowing that their beds are protected from life’s irritants and accidents,” says Bell. “We hope our communication tools help consumers learn more about the overall value of a healthy sleep zone.”

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Whether people are dealing with potty training, incontinence, allergies or bed bugs, they are seeking simple, effective and affordable solutions. In response, Protect-A-Bed has designed

promotions that offer information as well as giveaways using their website, Twitter, Facebook and blogs.

To further educate consumers about healthy sleep zone solutions, Protect-A-Bed has launched an advertising campaign in movie theaters in ten major markets. The ad, targeting people of all ages, emphasizes the different elements that interrupt sleep and offers several products that address these issues.

To continue to build relationships with parents, Protect-A-Bed has also begun a blog tour, offering a select group of parenting bloggers the ability to independently review the product and give away the Potty Training Protection Pack to one lucky follower. Individuals interested in registering should look for posts on the blogs from May 4 until May 18.

Finally, Protect-A-Bed is always looking to consumers to understand their biggest challenges. Because now is the worst time of the year for allergies, Protect-A-Bed has begun a “Sneeze Less...Snooze More” poll on Facebook. The poll questions appear each Monday and ask fans to choose their biggest allergy complaint, what they do to relieve allergies and what triggers their allergy symptoms. Results from the polls are shared with the whole community.

For people that suffer from allergies, incontinence or want to be prepared for a possible bed bug infestation, creating a healthy sleep zone is a necessity. Protect-A-Bed’s recent campaigns are designed to inform those consumers as well as help them to make important decisions on creating a more sanitary sleep space. To learn more about Protect-A-Bed’s mattress and pillow protection products, visit www.protectabed.com.

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About [Protect-A-Bed](http://www.protectabed.com)®

Protect-A-Bed offers consumers a complete line of protective bedding products because every mattress needs protection. Now selling in 30 countries for over 30 years, the company is a worldwide leader in mattress protection innovation. Protect-A-Bed products help create a dry, hygienic, bed bug free and anti-allergy sleep zone while protecting the mattress warranty. The company developed the proprietary Miracle Membrane® and patented BugLock® with SecureSeal® and three-sided zipper system. Protect-A-Bed products are listed as Class 1 Medical Devices with the Food and Drug Administration and have received the Good Housekeeping Seal. For more information, visit www.protectabed.com