



## **Protect-A-Bed Hosts Bed Bug Q&A on Twitter** *BedBugCentral experts 'tweet' about keeping the bed bugs away*

**CHICAGO (Nov. 1, 2010)** – As the holiday season quickly approaches and the bed bug epidemic continues to grow, people are asking a lot of questions about how to protect themselves while traveling or entertaining guests this year. Fortunately, Protect-A-Bed and Bed Bug Central are offering answers to the most common concerns about how to protect yourself in hotels, as well as how to keep bed bugs from taking up residence in your home – in 140 characters or less.

Beginning at 2 p.m. EST, on Wednesday, Nov. 10, Protect-A-Bed is inviting the general public to log on to Twitter for a live Q&A session, where they can get instant answers to all of their burning bed bug questions. The nation's leading provider of mattress protection products has partnered with BedBugCentral.com expert entomologist Jeff White, who will be fielding questions and providing immediate feedback to participants during the discussion.

"People who are anxious about either experiencing bed bugs while traveling or about bringing them home have turned to social networks to get the most up-to-date information about where the outbreaks are and how to protect themselves," said James Bell, CEO of Protect-A-Bed. "The thought of bed bugs can be an incredibly troublesome issue and Protect-A-Bed and BedBugCentral are committed to educating the public on ways to control the problem before it impacts their holiday fun."

The Protect-A-Bed Twitter account at [www.twitter.com/protect\\_a\\_bed](http://www.twitter.com/protect_a_bed) is currently a daily resource for Twitter users with questions about bed bugs and general mattress protection, but the upcoming Q&A session is making one of the nation's most notable entomologists just a tweet away. By using the hash tag "#PAB" in their tweets, participants' questions will automatically be added to the queue of questions and answered in the order they are submitted. Participants will also be entered in a random drawing to win one of three prize giveaways, each including a bed bug protection kit.

Mattress and box spring encasements are one of many bed bug management tools White will likely address in his responses during the Q&A session on Twitter. Even before the issue held such a prominent a spot at the national level, he has been immersed in the subject matter and has seen the drastic effects the pests can have on both private homes and public establishments all across the country.

“Getting rid of bed bugs is no easy task, but what so many people don’t realize is how easy it is to prevent an infestation in the first place,” said White, research entomologist for Cooper Pest Solutions and BedBug Central. “We’re hoping Protect-A-Bed’s Q&A will prompt some conversations that get people thinking about ways they can prevent the onset of bed bugs, or at least identify an infestation before it gets out of hand. We have a wealth of knowledge to share on this topic and we are excited to give people the opportunity to interact with us one-on-one in a space as popular as Twitter.”

But regardless of the bed bug bashing that may ensue during the Q&A, Protect-A-Bed fully expects bed bugs to make an appearance at the event – even if it is an unwelcome one. In fact, one big bad bed bug ([www.twitter.com/bigbedbug](http://www.twitter.com/bigbedbug)) has already RSVP’d for the affair, promising to keep his commentary bite-free. Even so, participants are advised to follow the bed bug, but keep their distance.

Protect-A-Bed was the first company to launch Bed Bug proof mattress encasements and the first to have scientific tests by an independent laboratory to prove the products were bed bug entry, escape and bite proof.

To learn more about Protect-A-Bed’s full line of mattress encasements products as a management tool to address bed bugs, please visit [www.protectabed.com](http://www.protectabed.com). For more information about the growing problem of bed bugs and Twitter Q&A host, Jeff White, please visit [www.bedbugcentral.com](http://www.bedbugcentral.com).

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### **About Protect-A-Bed®**

Protect-A-Bed offers consumers a complete line of protective bedding products because every mattress needs protection. Now celebrating its 30<sup>th</sup> anniversary year and selling in 30 countries, 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® 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.

### **About Bed Bug Central**

Bed Bug Central serves as the nation’s most authoritative information resource and website available to the public for information concerning bed bugs and bed bug related issues concerning health, prevention, and treatment methods. More information can be obtained at [www.bedbugcentral.com](http://www.bedbugcentral.com).