

FOR IMMEDIATE RELEASE

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214/521-8596jgreen@mbapr.comlkritser@mbapr.com**AMERICAN LEATHER'S MOTHER'S DAY
SLEEPSTAKES WINNERS ANNOUNCED
FIVE WINNERS ACROSS THE NATION REWARDED
WITH A COMFORT SLEEPER**

Portland – June 2010 – Dallas-based furniture manufacturer and design leader AMERICAN LEATHER has recently wrapped up the “Mother’s Day

Sleepstakes” promotion that ran through *Apartment Therapy*.

Co-branded with 30 retail partners in major markets nationwide, the promotion received more than 300 entries. For the contest, *ApartmentTherapy.com* site visitors were encouraged to click through to the Website of the participating retailer in their area, and tell why, in 250 words or less, their mom deserved a new Comfort Sleeper for Mother’s Day. Fishels in Portland is one of the five retailers supporting a winning entry.

Edythe L. is Perlora’s big Mother’s Day winner, where her daughter, Joyce, submitted the entry. Years ago, Edythe and her

husband were struck by a drunk-driver, where he was killed instantly and she sustained minor injuries. Living to teach forgiveness, the trial was settled out of court so the driver would not get jail time. In her daughters words, “...she is such a deserving person because of the example she has set for our family. We have learned so much about how to live our lives from this very special woman.”

“The Mother’s Day promotion finished with tremendous success,” said Bruce Birnbach, president of American Leather. “It was a perfect way for people around the nation to take time and focus on their mom, while having the chance to win the world’s most comfortable sofa sleeper. Everyone at American Leather, as well as our retailers, were all very pleased with the amazing support from *Apartment Therapy* and the outcome of the entries.”

The full entry on Jessica’s mother, Bridget, can be found at [here](#), or at: http://www.americanleather.com/mothers_day_winners/Perlora.aspx. Fishels



MOTHER'S DAY
SLEEPSTAKES

Because Mom deserves the best.

is located at 5 S.E. Martin Luther King Jr. Blvd, Portland, OR 97214.
www.fishels.com.

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