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**AMERICAN LEATHER'S MOTHER'S DAY
SLEEPSTAKES WINNERS ANNOUNCED
FIVE WINNERS ACROSS THE NATION REWARDED
WITH A COMFORT SLEEPER**

Brooklyn – 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. Rico in Brooklyn, NY is one of the five retailers supporting a winning entry.

Bridget W. is Rico’s big Mother’s Day winner, where her daughter, Jessica, submitted the entry. Years ago, Bridget found

out she was diagnosed with late-stage breast cancer, and had to start chemotherapy immediately. Her doctors were located over 400 miles away, so the travels became taxing and costly. Jessica’s mission was to have her mother stay with her to lower costs, but didn’t have the proper space (only an air-mattress) to accommodate. In her words “...my mother deserves an American Leather comfort sleeper because she deserves the best quality and comfort the world can offer—a great night’s sleep, courtesy of America’s finest craftspeople.”

“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/Rico.aspx. Rico is
located at 384 Atlantic Ave., Brooklyn, NY 11217. www.shoprico.com.

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