

Craftmatic Adjustable Beds and Coalition to Salute America's Heroes Give 55 Beds to Wounded Troops

Craftmatic to donate one adjustable bed a week to injured warriors through the Coalition to Salute America's Heroes Family Support Network

Jan. 3, 2008 - [PRLog](#) -- Ossining, NY / Miami, FL – In 2008, fifty-five War on Terror veterans with severe and debilitating injuries will be able to sleep more comfortably, thanks to Craftmatic Adjustable Beds, the nation's premier quality comfort adjustable bed. The company announced today that it is partnering with the Coalition to Salute America's Heroes (CSAH), the leading non-governmental provider of emergency financial relief to severely wounded troops from the Iraq and Afghanistan conflicts, to identify deserving veterans to receive the beds.

This program was announced at the CSAH's Fourth Annual Road to Recovery Conference in Orlando, FL on December 4th. A representative for Craftmatic, Eric Kraftsow, was there when the first two winners were chosen from the 150 troops in attendance. Sgt. John Radell, U.S. Army (Ret.) of Crestline, CA and SSG. Scott Adams, U.S. Army of Williston, FL will be receiving their beds this month.

"There is no greater act than defending our country's freedom, and Craftmatic is pleased to be able to do our part in honoring John, Scott and the other brave veterans who have sacrificed," said Kraftsow. "We realize that a comfortable rest is essential in an injured warrior's recovery, so we are honored to provide them with a Craftmatic Adjustable Bed, free of charge, to help with that process."

One of the reasons Craftmatic chose to partner with CSAH is because of the nonprofit organization's specific and strict qualifications for eligibility. In order to qualify for assistance from CSAH, troops must be a post 2001 Operation Enduring Freedom/Operation Iraqi Freedom service member, or a member of their family, injured while serving in Iraq or Afghanistan. All cases submitted must be verified by the veteran's respective military GSO and the Department of Defense.

"The Coalition to Salute America's Heroes was the most obvious choice to help us identify veterans most in need of a Craftmatic Adjustable Bed. They have a standard verification system that eliminates fraud, have assisted more than 5,000 severely injured heroes, and lead to the pack in direct financial aid delivered to troops," Kraftsow commented.

"The Craftmatic product has long been associated with comfort and luxury, and our recovering veterans deserve nothing less," said Tom Palma, General Manager of CSAH. "Craftmatic Adjustable Beds is paving the way for corporate America to step in and make a difference in the lives of wounded heroes."

The Craftmatic Cares program was initially launched in 2005 as a way to give back to communities which have always been supportive of Craftmatic over the years. For more information on Craftmatic Adjustable Beds and the Craftmatic Cares program, please visit <http://www.CraftmaticCares.com>.

For more information on the Coalition to Salute America's Heroes, please visit www.saluteheroes.org.

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About Craftmatic Adjustable Beds:

The Craftmatic Adjustable Bed Company (Craftmatic Organization, Inc.) first began marketing electrically adjustable beds specifically designed for use in the world's bedrooms over 30 years ago. Today, Craftmatic

company owned direct sales operations and independent distributors service all of the United States, the United Kingdom, the Republic of Ireland, the Caribbean and Australia.
For more information, please visit www.CraftmaticCares.com.

Website: www.craftmaticcares.com/

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