



**BROOKLYN BEDDING**

**PRESS RELEASE**

*For Immediate Distribution*

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**Brooklyn Bedding Launches 25% Discount for Teachers and College Students**

*Launch of Everyday Savings Begins with Back to School Season*

July 26, 2018 (Phoenix, Ariz.)—[Brooklyn Bedding](#), manufacturer and retailer of custom mattresses since 1995, announced the launch of a generous discount for teachers and college students—just in time for the back to school season. Both groups will now receive 25% off the retail price of any sleep product any time, including major purchases like mattresses and electric adjustable bases. The discount, applied at checkout, will be powered by [ID.me](#), a leader in digital identity verification that simplifies how individuals prove and share their identity online. The offer extends to state-licensed teachers and higher education professors, and to currently enrolled college students, including those attending community, junior or vocational colleges based in the United States.

“Every one of us at Brooklyn Bedding has been a student at some point—and every one of us has been positively impacted by a caring, committed teacher,” said John Merwin, Owner and Chief Executive Officer of Brooklyn Bedding. “Both groups are often cash-strapped, especially at the beginning of the school year. We wanted to give back to those educators who wear many different hats throughout the school day, and to those students who must often balance work and studies while trying to earn a degree.”

Teachers or college students can load their carts with any product selections, then simply click the appropriate Teacher ID or Student ID button at checkout for rapid verification of identity. The automatic discount will also be honored in stores: eligible teachers and students can present the required identification, or work with an associate to verify their identities with ID.me on a computer at check-out. Like all Brooklyn Bedding purchases, the student and teacher discounts include free shipping on all orders, along with a free 120-night trial and 10-year warranty on the purchase of any mattress.

Additional details on the program can be accessed at the dedicated Brooklyn Bedding [landing page for teachers and students](#).

**ABOUT BROOKLYN BEDDING**

Brooklyn Bedding is an American made manufacturer of mattresses, differentiated by master craftsmanship, a wholly owned state-of-the art manufacturing facility and exceptional customer service. Family owned since 1995, the company originated with two brothers delivering mattress products direct to customers' homes. Known as the "mobile mattress guys," John and Rob Merwin evolved their business by learning every aspect of the mattress making process. They tenaciously used every material in their inventory to pass savings on to customers, purchasing high grade manufacturing equipment and pioneering bed-in-a-box online delivery in 2008.

Today, the company owns world class expertise in mattress engineering, achieved through meticulous attention to detail, cutting edge equipment and patented materials created with advanced technology. Brooklyn Bedding designs and creates its entire line of high quality bedding, on demand, in its manufacturing facility in Arizona. Remaining true to its roots, the company still goes the extra mile to ensure customer satisfaction, offering its expertly crafted mattresses, sheets and pillows at an affordable price with free online shipping, a generous 120-day trial period, and a 10-year hassle free warranty period on mattresses.