

## **Buy One, Give One Comforter Program Launches Nationwide.** **Family Promise and The Company Store Partner to Bring Comfort and Warmth to Homeless Children**

Summit, NJ (Jan 3, 2012) Family Promise, a national nonprofit mobilizing communities to help homeless and low-income families, and The Company Store, a leading online retailer of bedding and home accessories, announced the launch of their **Buy One, Give One** campaign. Throughout the month of January, The Company Store will match each purchase of one of their comforters with a donation of a new comforter to a child served by Family Promise Affiliates nationwide. By placing an order, the customer is automatically donating a comforter to a child in need.



Last year, Family Promise was one of several nonprofits receiving thousands of comforters through the **Buy One, Give One** program. This year they have been named The Company Store's exclusive partner for the initiative.

“The **Buy One, Give One** initiative was so beneficial for our Affiliates last year, and we're thrilled The Company Store is expanding it even further this winter,” says Karen Olson, President of Family Promise. “A comforter is something many of us may take for granted, but it makes a big impact on the lives of the children we work with daily—not only by keeping them warm at night, but by providing them in some small way with the comfort of home at a very difficult time. The Company Store's generosity will help us truly make a difference to thousands of families in need.”



Karen Feldmen, Director of Marketing at The Company Store, said, “Our loyal customers can participate with us in an act of kindness and generosity every time they purchase a comforter. There are a significant number of homeless children in this country who are living without a warm bed, and The Company Store is committed to bringing some comfort and warmth to children in need throughout the year, not just during the holiday season. We are pleased to deliver these comforters through Family Promise and their Affiliates in the United States.”

### **About Family Promise**

Family Promise is the nation's leading nonprofit committed to helping homeless and low-income families achieve lasting independence. Founded in 1986 in Summit, NJ, Family Promise today comprises 171 Affiliates across 41 states and engages 140,000 volunteers from coast to coast. The organization has served more than 400,000 people since its inception, including 50,000 last year alone. For more information about Family Promise and its programs, visit [www.familypromise.org](http://www.familypromise.org).

### **About The Company Store**

The Company Store, known for its comfort, design and value since 1911, offers top quality, down comforters and pillows, sheets, towels, and home accessories. . The Company Store sells its merchandise through catalogs and the internet at [www.thecompanystore.com](http://www.thecompanystore.com).