

Boston Bruins and Bob's Discount Furniture Team Up to Dream Big for A Bed for Every Child

The rink-side event will bring together Bruins, local children, and volunteers to provide beds for local families and generate awareness about families experiencing poverty

Lynn, MA (December 4, 2017) – A Bed for Every Child is an initiative of [The Massachusetts Coalition for the Homeless](#), an organization dedicated to eradicating poverty in Massachusetts, which is partnering with the Boston Bruins and [Bob's Discount Furniture](#). On December 15, Boston's favorite hockey players will join 40+ fifth grade students from Lynn, Mass.'s Lincoln-Thomson Elementary School, for a rink-side event at McVann-O'Keefe Skating Rink in Peabody. The event will include ice skating, face painting, balloon artists and more, to help raise awareness for youth poverty in Massachusetts. Helping to make the event possible, Bob's Discount Furniture is donating 250 beds to [A Bed for Every Child](#), 20 of which will be displayed on the ice at the event. Players' wives will work alongside volunteers to build beds for the many children who are in need of a bed this holiday season and beyond.

"One of our main goals as a company is to give back to the community, so we are honored to provide new beds for children in need this holiday season," said Cathy Poulin, Director of Outreach and Public Relations at Bob's Discount Furniture. "We've enjoyed working with the Massachusetts Coalition for the Homeless and the Bruins on a Bed for Every Child campaign, and are looking forward to the event on the 15th!"

Today, nearly one in seven children in Massachusetts is growing up in poverty. Many of these children lack the most basic comforts and necessities, including a bed of their own. Studies have shown that a poor night's sleep can play a negative role in a child's development and education. The Coalition launched A Bed for Every Child campaign with a goal to deliver 250 beds by Christmas for children without their own bed. With the donation of 250 beds, Bob's is helping the Coalition not only meet, but double this goal, bringing the initiative's total to 500 beds donated to-date.

"A Bed for Every Child's mission is to break the cycle of poverty and we see childhood education as a crucial starting point for that goal," said Robyn Frost, Executive Director for the MA Coalition for the Homeless. "We want every child, regardless of their family's financial situation, to receive a good education and that starts with a good night's sleep. We hope that this event raises awareness about families experiencing poverty and inspires others to volunteer for this initiative."

"I am so grateful that my children's school connected me with A Bed for Every Child," said Stephanie Raposo, a mother receiving a donated bed as part of the campaign. "Because of this initiative, my children will have new beds of their own this Christmas."

To learn more about A Bed for Every Child, visit <http://www.abedforeverychild.org/>. You can also follow along with the initiative on social, @Bed4EveryChild. If you would like to contribute to A Bed for Every Child or the Dream Big event with the Boston Bruins and Bob's Discount Furniture, please contact us, here: <http://www.abedforeverychild.org/contact-us>.

About the Massachusetts Coalition for the Homeless

The Massachusetts Coalition for the Homeless is a non-profit public policy and direct service organization committed to ensuring that everyone in Massachusetts has a place to call home. The Coalition engages with people experiencing housing instability, providers, advocates, community members, lawmakers, and other stakeholders in our statewide work to prevent and end homelessness and promote economic stability. For more information and to get involved, please visit www.mahomeless.org, follow us on Facebook (@macoalitionforthehomeless), Twitter (@mahomeless) and Instagram (@endhomelessnessma), or call 781-595-7570.

About A Bed for Every Child

A Bed for Every Child is an initiative of the Massachusetts Coalition for the Homeless that distributes new twin beds to children living in poverty throughout Massachusetts. Since its inception, the program has delivered more than 5,000 beds.

About Bob's Discount Furniture

Bob's Discount Furniture provides a wide variety of quality furnishings – including living room furniture, bedroom furniture, dining room furniture, mattresses and home accents – at everyday low prices. The stores also offer a unique and enjoyable shopping experience featuring cafes in each store with free gourmet coffee, ice cream, cookies and candy. Since 1991, Bob's has built strong customer loyalty by offering the highest-value home furnishings at the lowest possible prices. With [89 furniture stores](#) located throughout New England, Delaware, Illinois, Indiana, Maryland, Missouri, New Jersey, New York, Pennsylvania, Virginia, and Wisconsin, the Manchester, Conn.-based company has become the 12th-largest U.S. furniture chain and proudly holds an A+ rating from the Better Business Bureau. Bob's is committed to supporting communities where its stores are located through a variety of charitable giving efforts. Bob's Discount Furniture Charitable Foundation has anchored the company's philanthropic work for more than 20 years. In addition, the Bob's Outreach program was created as a separate entity to help schools and children-related charities. The company donates more than \$2.5 million to charities through these programs each year. For more information on Bob's charitable programs, visit <http://www.bobscares.org/>, and follow us on Twitter [@MyBobs](#) and on Facebook at www.facebook.com/MyBobs.

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