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FOR IMMEDIATE RELEASE

Tuft & Needle Donates \$100,000 to Team Rubicon
Both Organizations Join Together to Provide Disaster Relief

PHOENIX (January 17, 2019) – [Tuft & Needle \(T&N\)](#), the Phoenix-based digitally native sleep brand that led the disruption of the mattress industry, announced today that it would donate \$100,000 over the next year to [Team Rubicon](#), an international non-profit disaster response organization that unites the skills and experiences of military veterans with first responders to rapidly deploy emergency response teams to communities affected by disasters. T&N will also provide sleep products to Team Rubicon as needed during their rebuilding efforts.

The two organizations originally formed a relationship in 2017 when T&N opened a retail location in Seattle and donated 100 percent of sales from opening day to Team Rubicon. They also partnered on Fourth of July in 2018 when T&N donated 5 percent of all sales to Team Rubicon.

Giving back to the community has been an integral part of Tuft & Needle since the company was founded in 2012. Tuft & Needle invented the return donation process that is now common practice in the industry—any mattress that is returned by a customer within their 100-night sleep trial is donated to T&N’s vast network of partnering donation centers across the United States. This partnership with Team Rubicon allows T&N to give back at an even larger scale.

“As Tuft & Needle has grown over the years, we have also made it a priority to scale our social mission efforts so we can have an even bigger impact and help more people get a good night's sleep,” says Melanie LaDue, Gives Back Lead at Tuft & Needle. “We are so excited that our partnership with Team Rubicon has evolved to be able to support their response and rebuilding efforts in areas affected by disasters.”

As a nonprofit organization, Team Rubicon relies on donations from individual donors and corporate partners like T&N to fuel and advance their mission of helping communities recover and rebuild in the wake of disasters.

“We are honored and humbled by T&N’s partnership and generous contribution in support of Team Rubicon and our mission,” says Brian Meagher, Strategic Partnerships Officer at Team Rubicon. “This proves that you don’t have to be a multi-billion dollar company to make a significant, positive impact on the world. T&N’s contribution will allow us to train more of our volunteers in crucial disaster response skills, respond to more disasters of all sizes, and help more communities stabilize, recover, and rebuild in the aftermath of a disaster.”

About Tuft & Needle

Tuft & Needle (T&N) is a Phoenix-based company that is the pioneer and leader among direct-to-consumer mattress startups. The company was founded in 2012 by JT Marino and Daehee Park to create exceptional mattress and bedding products and revolutionize the customer sleep experience. T&N has served 1 million happy sleepers and was named as Entrepreneur's Best Company Culture in 2017 and one of TIME's best inventions. T&N is proud to have earned the highest customer loyalty score (Net Promoter Score® of 74) in the mattress market, with over 95 percent of customers loving their mattress. In September of 2018, T&N merged with Serta Simmons Bedding (SSB), making the combined company the largest sleep brand in the world. T&N stores are available in Scottsdale, Gilbert, Seattle, Kansas City and Raleigh. For more information, visit tuftandneedle.com.

About Team Rubicon

Team Rubicon unites the skills and experiences of military veterans with first responders to rapidly deploy emergency response teams. Team Rubicon is a nonprofit organization offering veterans a chance to continue their service by helping those affected by disasters, and also themselves. Programs and services are made possible by the support of individual donors, corporate partners, and the dedication of volunteers across the country. To join or support Team Rubicon's mission, visit www.teamrubiconusa.org.