



**SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED**

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# NEWS RELEASE

*Simmons launches an all-new TV commercial and tagline at the Body SOS Health Carnival 2018, together with a sleep talk to educate the public on the importance of having a good performance mattress leading to a more energised you*

**Embargoed till 10 March 2018, Singapore** – For the second year, Simmons participates in Body SOS Health Carnival, held at Suntec Convention Centre Hall 404 - 406 from 10th to 11th March. As the world's leading premium mattress brand, Simmons' passion for better sleep goes beyond producing mattresses. It is Simmons' corporate social responsibility to educate consumers and organisations on importance of sleep. From corporations to sleep seminars, Simmons is an active brand in delivering sleep talk. The resounding success from last year's Body SOS Health Carnival spurred Simmons to once again take up the opportunity to participate and at the same time, to celebrate World's Sleep Day which falls on 16 March 2018.

On 10 March, Simmons will hold a talk at Seminar Room 1 from 6pm to 7pm. The speaker, Ms Michelle Anne Ng, Marketing Manager of Simmons (SEA) Pte Ltd, who has created the renowned Simmons brand in Singapore over the last 18 years, will share on how to uncover the secrets to a good night's rest.

During the event, Simmons will showcase a new TV commercial with a brand new tagline which position Beautyrest mattresses as the ultimate equipment for high-performance sleep. The new TVC campaign builds upon the growing belief that personal performance is based on three basic pillars of health – exercise, nutrition and sleep – and that to achieve success in daily life, one must perform optimally in all three areas.

The campaign's key message, which juxtaposes scenes of personal athletic performance, such as tennis, weightlifting, swimming, with the high-quality sleep attained on a Beautyrest mattress. "As consumers, we all understand the important role equipment plays in our everyday success. Whether we are striving for success at work, on the athletic



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field or during the pursuit of a personal passion, the right equipment is key to performance. And high-performance sleep is no difference. Our new TVC campaign drives home this idea and communicates that the right mattress with the right technology is essential to achieving optimal sleep," affirmed Mr Casey Teh, Manager Director of Simmons (SEA) Pte Ltd.

At the fair, visitors will be treated to a one-time special deal for the new Simmons Beautyrest Jubilee at an attractive price of S\$2,888 (UP S\$4,399), a savings of more than 30%. Also customers will receive gift-with-purchase of 2 pieces of NextGen 200 pillows and a corresponding size mattress protector worth up to \$909. A total of four mattress models is available for consumers to try, which include mattress from both Beautyrest and the BackCare series.

Visit Simmons booth at Body SOS Health Carnival 2018 at Suntec Convention Centre, level 4, hall 405, booth C4 on the 10th and 11th March 2018.

**### End ###**

**About Simmons (SEA) Pte Ltd**

Atlanta-based Simmons Bedding Company is one of the world's largest mattress producers with more than 145 years of heritage. Maker of Beautyrest®, Beautyrest Black® and BackCare®, and also the preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Starwood Group of Hotels, Resorts World Sentosa, Marina Bay Sands® and Shangri-la hotels, Simmons is committed to constantly research, develop and create better beds to deliver better sleep. It is Simmons' goal to work continually with medical and industry experts to educate the public on the importance of quality sleep and the impact that a lack of it can have on our lives. Simmons is committed to developing superior mattresses to promote a higher-quality sleep, ensuring consumers around the world are having the right equipment for the best sleep performance.

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