



# NEWS RELEASE

## **Nurturing Rest & Wellness : Simmons Brings Premium Comfort to Seniors in Need.**

**Singapore** – As we approach the festivities of Christmas and New Year, Simmons is taking time to slow down after its power-packed year of Beautyrest 100<sup>th</sup> anniversary celebrations. As part of Simmons’ corporate social responsibility (CSR), Simmons has selected the Singapore Red Cross as our CSR partner by contributing care packs and essential items to the seniors under the ElderAid programme and residents from the Red Cross Home for the Disabled. More importantly, in this digital age where isolation and loneliness prevail, Simmons wants to bring love, peace and *joy* to the elderly who may not have anyone to celebrate Christmas and New Year with.

“We are blessed to collaborate with the Singapore Red Cross to bring this Christmas joy to the people who needed it most. In a society where every day is a hustle and bustle, Simmons management and staff are taking some time off during our work days to connect and reach out to the seniors who may feel lonely this festive season.” said Ms Samantha Vong, Managing Director of Simmons SEA.

Close to 20 office staff volunteered for this project. From organising to procuring food items, diapers and milk powder and even making home-made Kueh Salat to sell to raise funds, the Simmons team hopes to raise as much funds as possible to enrich the food packs for the seniors under the Singapore Red Cross ElderAid Programme. Additionally, Simmons also donates 80 Sleep Luxe pillows, a new range of pillows launched for this season, to ensure our seniors also enjoy a good night’s sleep, every night.

On 18 December 2025, the 20-odd staff, including 5 drivers, deliver 80 food packs and spend time with the elderly. “At each Christmas, we relive the story of the birth of Jesus Christ and the magi bringing gifts to baby Jesus. By the same leaf, Simmons hopes to relive this moment *by being present and bringing presents* (essentials for the seniors and people with disabilities) to fill their hearts with *joy* and bring companionship to them. We want to tell our pioneers, you are not forgotten.” added Ms Vong.



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As Simmons wraps up for the year 2025, Simmons wants to thank our customers for their support and “we are grateful for the sales we have achieved as your support translates to our giving back to society too. We are often reminded that life is fragile and we will all grow old one day. A little *present and presence* that uplifts every soul is a joy being sparked.” added Ms Vong.

### **About Simmons (SEA) Pte Ltd**

For over 150 years, Simmons has been at the forefront of innovation and technology — enabling generations of individuals to experience deep and restful sleep like never before. That’s because Simmons truly understands individuality, and reaches out to meet the unique needs of each and every person — and body type. Maker of Beautyrest®, Beautyrest Black® and BackCare® mattresses, Simmons is also the preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Marriott Group of Hotels, Marina Bay Sands, Shangri-La hotels and Frasers Hospitality Group.

In Asia, the license to manufacture and distribute Simmons products is owned by Simmons Co. Ltd. Japan, a subsidiary of Nifco Inc., a plastic fastening company which is listed on the Tokyo Stock Exchange. Simmons Co. Ltd. Japan owns the perpetual license to 22 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in 1993, Simmons (SEA) was set up. Simmons Co. Ltd. Japan owns the perpetual licence to 22 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in 1993, Simmons (SEA) was set up.

### **About Singapore Red Cross:**

Singapore Red Cross is a homegrown humanitarian organisation dedicated to relieving human suffering, protecting lives and dignity, and responding to emergencies since 1949. We serve the vulnerable through our blood donor programme, home and day activity centres for the disabled, senior services, community outreach for families, children and migrants, and civil response operations. We build capacity and resilience in the community through our training academy, as well as volunteer and youth development. Beyond our shores, we mobilise and translate contributions from the donor community towards relief and recovery, rehabilitation and reconstruction efforts, with the aim of helping communities affected by disasters

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