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**Mathis Brothers Furniture and BEDGEAR® Bring Performance® Bedding to Oklahoma City for the 2019 Oklahoma City Memorial Marathon**

**Farmingdale, N.Y., April 11, 2019** – Today, [BEDGEAR®](#), the world’s only Performance® brand of bedding announces their partnership with the 2019 Oklahoma City Memorial Marathon taking place on April 28, 2019 alongside Mathis Brothers Furniture, one of the largest independent furniture retailers in America. Together, both brands aim to provide the greater Oklahoma City area with 100% of their total sleep comfort with the next-level personalization of the M3® mattress, to help them wake ready to achieve more.

The interactive booth at the Oklahoma City Memorial Marathon’s Health and Fitness EXPO presented by OU Medicine and the Oklahoma City Convention and Visitors Bureau on April 26<sup>th</sup> and April 27<sup>th</sup> will emphasize the importance of personalization in sleep, highlighting BEDGEAR’s all-new M3 Launchpad, the world’s first modular mattress. Designed to evolve with changing sleeping patterns, physical conditions and seasons, the M3 empowers consumers to select their comfort choice with four options of individualized support ranging from very firm to very plush. Within the BEDGEAR space, runners can enter a futuristic semi-enclosed pod, which takes the user on a journey to discover their find their personalized fit, eliminating comfort compromise.

“At BEDGEAR, we understand the importance of this race to the runners and the community. We also understand that rest and recovery is essential for athletes to reach their personal best and this partnership with Mathis Brothers Furniture – a pillar of the Oklahoma City community, helps us continue our support of runners everywhere,” said BEDGEAR Founder and CEO, Eugene Alletto. “We are thrilled to bring BEDGEAR’s innovative approach to bedding to the Marathon’s Health and Fitness Expo as a way to make the BEDGEAR’s products available to athletes of all abilities in order to help them reach their goals in 2019 and beyond.”

Mathis Brothers Furniture and BEDGEAR hope to inspire runners with new products and an understanding of the importance of being fit for a pillow and mattress together to build sleep reserves for the big race, recover post-race and to maximize all of one's daily activities. BEDGEAR’s unique approach to bedding allows each individual to select personalized products to create their optimal sleep environment, which is paramount to a runner's training regimen and lifestyle overall, to ensure they wake ready to perform at their best.

“BEDGEAR is the future of sleep and we’re proud to help bring their latest innovations to the 2019 Oklahoma City Memorial Marathon Health and Fitness Expo to help create meaningful engagement around the importance of sleep in running,” said Kerry Tramel, President of Mathis Brothers Furniture. “We’ve always prided ourselves on providing the best customer service in the industry and are excited

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to bring that level of excellence to the active Oklahoma City community during the Memorial Marathon.”

**Additional information at:** [bedgear.com](http://bedgear.com) | [facebook.com/bedgear](https://facebook.com/bedgear) | [Twitter: @bedgear](https://twitter.com/bedgear) | [@bedgear](https://instagram.com/bedgear) | [linkedin.com/company/bedgear](https://linkedin.com/company/bedgear)

### **About Mathis Brothers**

For over 60 years, Mathis Brothers has been committed to providing our customers with style, comfort and value. With the largest furniture selection in the state at everyday low prices, Mathis Brothers is a one-stop shop for every room in your home. All the best brands in furniture are in stock, ready for immediate delivery. Find more information and shop online at [mathisbrothers.com](http://mathisbrothers.com).

### **About BEDGEAR® PERFORMANCE®**

Sleep was boring until 2009 when BEDGEAR® redefined sleep as an activity with their patented air flow layers and the world’s first moisture management fabric technologies, which create a more engaged and connected population. As the only brand of Performance®, the company introduced personalized fit pillows and mattresses in 2011, providing consumers with 100% of their total sleep comfort, based on each individual’s sleep position and body frame. BEDGEAR is proud to manufacture in the USA and focuses their innovation on being additive to growing local community and maintaining strong specialty retailers. BEDGEAR’s products are sold in more than 4,000 retail stores across the globe and have earned more than 190 U.S. and worldwide patents and trademark registrations and pending applications. The M3 launchpad, introduced in late 2018, was selected as one of Popular Science’s Inventions of the Year. Since inception, BEDGEAR has partnered with professional athletes and become the choice of more than 15 professional and Olympic sports teams, including the New York Road Runners, hosts of the world’s largest marathon, the TCS New York City Marathon. The brand currently features over 200 individual athletes and opinion leaders that sleep on personalized fit products as part of their training regimens. BEDGEAR has become an iconic American brand that has grown beyond borders to a global footprint from which they’re fostering a vision of world peace through commerce. Sleep Fuels Everything®! Learn more at [bedgear.com](http://bedgear.com).

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