

**For Immediate Release**

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## **West Baden Springs Hotel and Bowles Mattress Company plan launch event for exclusive mattress line**

FRENCH LICK, IN (January 14, 2019) –The first chance to get a glimpse of The Bowles Mattress Company’s exclusive new West Baden Springs Hotel mattress series — and to cozy up on one for a tryout — is coming soon.

A launch ceremony for media and special guests is planned for 10 a.m. Monday, January 21, in the West Baden Springs Hotel atrium to officially introduce the signature line of Bowles mattresses that are becoming available for the public to purchase. Starting in late January and early February, select retailers in Indiana and Kentucky will begin carrying the special West Baden label of mattresses, which Bowles has produced exclusively for use in West Baden Springs Hotel guestrooms until now.

For those who have not experienced a night of sleep at the hotel on one of the mattresses, there will be a chance to test out the comfort of the Bowles products. All week from Monday, January 21 through Friday, January 25, all three mattress types in the upscale West Baden line (Classic, Premier and Presidential) will be set up in the West Baden Springs Hotel atrium. Guests are welcome to stop by the display to give the mattresses a look and climb aboard one to see how they feel.

Each of the three models are designed as hybrids, which is the industry’s fastest growing category of mattress. Designed to provide luxurious, comfortable feel as well as defined support, these mattresses combine advanced coil spring systems with performance materials such as gel-infused memory foam, zoned latex and micro coils.

Bowles Mattress Company produces and sells 40 different mattress models. The West Baden signature mattresses are unique from any other produced by Bowles in terms of materials and build. Though just like every other Bowles mattress, they are handcrafted at the company’s manufacturing facility in Jeffersonville, Ind., where the family-owned company has been operating since 1975.

West Baden Springs Hotel started featuring the Bowles mattress in its hotel rooms in 2015. The two businesses decided to take the partnership farther and introduce the West Baden mattresses to retail outlets after hearing from so many hotel guests who raved about the comfort of the mattress.

“From Day 1, our guests have loved it. They were saying: ‘What can we do to buy this?’” said Steve MacKinnon, Director of Hotel Operations at West Baden Springs Hotel.

Additionally, West Baden Springs Hotel was mentioned in a July 2018 article in USA Today as being ranked the No. 2 hotel in the country for top-rated sleep. The article referenced a survey released by MattressAdvisor.com that polled 1,000 Americans about bed comfort in the hotels they’ve visited throughout the country. The survey took into account Facebook star ratings, Google ratings and the number of positive sleep-related mentions (such as beds, mattresses and pillows) in online reviews.

Starting in late January and early February, look for the West Baden mattress in the following retail locations in Indiana and Kentucky:

**Bowles Factory Direct Stores**

4 locations in Louisville plus 1 in Jeffersonville and Evansville

**Also in Indiana:**

Bear's Furniture Gallery (Madison)

Dixon's Furniture & Bedding (Tell City)

Furniture World (Mitchell)

Glidden Furniture (Terre Haute)

Interior Furniture (Washington)

Long's Mattress- Indianapolis area (Locations in Avon, Carmel, Castleton, Columbus, Fishers, Franklin, Greenfield, Greenwood and Noblesville)

Marvin & Toni's Bargain Barn (Ferdinand)

Miles Home Furnishings (Martinsville)

Stahl Furniture (Bloomington)

**Also in Kentucky:**

Best Furniture Gallery (Fort Thomas)

BG Home Furnishings (Bowling Green)

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**About French Lick Resort**

*French Lick Resort is a \$560 million historic restoration and casino development project that includes the West Baden Springs Hotel, French Lick Springs Hotel and French Lick Casino. This Midwest premier resort destination features 686 guest rooms and suites; a 51,000-square-foot, single-level casino; 45 holes of golf, including the fully restored 1917-designed Donald Ross Course at French Lick and the 18-hole Pete Dye Course at French Lick; two full-service spas with a combined 36 treatment rooms totaling 42,000 square feet; meeting and event space totaling 165,000 square feet and an array of dining and entertainment options.*

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**A press event will be held at the West Baden Springs Hotel on January 21, 2019 at 10am EST**