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**The Award-Winning M3® Mattress by BEDGEAR® Arrives at Levin Furniture Ahead of the**

**2019 DICK’S Sporting Goods Pittsburgh Marathon**

**Farmingdale, N.Y., April 4, 2019** – [BEDGEAR®](http://www.bedgear.com), the Performance® brand of bedding, announces their partnership with the 2019 DICK’S Sporting Goods Pittsburgh Marathon, taking place Sunday, May 5, 2019, together with long-time retailer [Levin Furniture and Mattress](http://www.levinfurniture.com). Kicking-off the highly-anticipated race weekend on Thursday, May 2, 2019, BEDGEAR will host a product reveal event at Levin’s free-standing mattress location in Shadyside, where they will unveil the world’s only modular mattress: the M3® Launchpad.

With next-level personalization available exclusively through the M3 mattress, both brands aim to provide the Pittsburgh and southwestern-PA area with 100% of their total sleep comfort needs, so they can wake ready to achieve more. As one of the very first retailers to carry BEDGEAR dating back to 2011, Levin Furniture and Mattress consistently has expanded their Performance bedding product offerings with the brand’s latest innovations and is proud to be home to the M3, which is designed to evolve with changing sleep patterns, physical conditions and seasons. Beyond mattresses, consumers can shop multiple series of Performance pillows as well as sheets, blankets and protectors featuring BEDGEAR’s breathable fabric technologies.

“By partnering with BEDGEAR, whom also focuses on putting the customer first and providing a first-class shopping experience, we’ve always kept ahead of the curve in bedding innovation,” said Chris Pelcher, executive vice president and general manager of Levin Furniture and Mattress. “We’re really excited to partner with BEDGEAR on this year’s Pittsburgh Marathon and lead the conversation about the importance of sleep on training and recovering— not just for race weekend but throughout the year.”

The interactive booth at the GNC Live Well Health and Fitness Expo on May3rd and May 4th will feature the “Build Your Launchpad” M3 wall, which will mirror the in-store BEDGEAR Performance shop at Levin’s Shadyside location. Runners can enter a futuristic, semi-enclosed pod that takes users on a journey to discover their personalized fit without compromising comfort.

“The enthusiasm of the running community for BEDGEAR Performance bedding products has been electric and we’re thrilled to bring that excitement to Pittsburgh with our veteran partner Levin Furniture and Mattress,” said Eugene Alletto, Founder and CEO of BEDGEAR. “After nearly a century in the business, Levin’s has established their brand as a fixture in their community through superior customer service, and we’re proud to partner with them on the 2019 Pittsburgh Marathon as a way to reach a young and active demographic with our combined approach to better retail.”

Pittsburghers are invited to attend a launch party at the Shadyside Levin Mattress location at 5438 Baum Blvd. in Pittsburgh, PA from 5-7p.m. on Thursday, May 2nd for a chance to be one of the first to experience the M3. While there, guests will have the opportunity to meet Stephanie Bruce, an American elite long-distance runner and a BEDGEAR ambassador. She’ll be available to sign autographs, share racing tips and take photos with fans ahead of her race of the 2019 USATF Half Marathon Championships where she hopes to achieve a time that will qualify her for the 2020 U.S. Marathon Olympic Trials. Last year, Stephanie won her first national title at the USATF 10K Championships at the AJC Peachtree Road Race and she’s hopeful for a similar performance in Pittsburgh.

“Since joining Team BEDGEAR at the 2018 TCS New York City Marathon, my rest and recovery has made tremendous strides not only in my training but also competitive races,” said Bruce. “I’ve always been a huge advocate of sleep – both at night and during afternoon naps. It’s a pillar of my regimen in addition to weight-lifting, nutrition and hydration. With more than six months of sleep on the all-new M3 under my belt, I’m feeling more awake than ever before, and I’m ready to bring that energy to Pittsburgh.”

**Additional information at:** [BEDGEAR.com](http://www.bedgear.com)| [facebook.com/BEDGEAR](https://www.facebook.com/bedgear/) | [Twitter: @BEDGEAR](https://twitter.com/BEDGEAR?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor) | [Instagram: @BEDGEAR](https://www.instagram.com/bedgear/?hl=en) | [linkedin.com/company/BEDGEAR](https://www.linkedin.com/company/bedgear/)

**About Levin Furniture and Mattress**Levin Furniture and Mattress, founded in 1920, has long been known as a socially responsible member of the communities in which they operate. Celebrating their 99th anniversary this year, Levin’s has grown to 39 showrooms and free standing mattress boutiques in western Pennsylvania and eastern Ohio, as well as operating a full service e-commerce [website](https://www.levinfurniture.com/). The company continues its tradition of providing the best possible products, service and value to fit their customers’ needs.

**About BEDGEAR® PERFORMANCE®**

As the only brand of Performance®, BEDGEAR® launched in 2009 with professional-grade bedding products designed to help Olympians and other career athletes prioritize sleep as part of their training regimens. In 2011, the company introduced personalized fit pillows and mattresses to consumers, touting a proprietary fitting process for 100% of each individual’s total sleep comfort, based on their sleep position and body frame. BEDGEAR is sought-after for their patented airflow layers, the world’s first moisture management fabric technologies, and personalized fit components, which create a more awake population. The brand has stayed true to its roots, becoming the choice of more than 15 professional and national sports teams and more than 200 individual athletes and opinion leaders, including the New York Road Runners, hosts of the world’s largest marathon, the TCS New York City Marathon. A proud manufacturer in the USA, BEDGEAR 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. This thriving international presence has empowered BEDGEAR to grow 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://www.bedgear.com).

**About the DICK’S Sporting Goods Pittsburgh Marathon**

The Pittsburgh Marathon was held annually from 1985-2003. After a five-year hiatus, the DICK’S Sporting Goods Pittsburgh Marathon was relaunched in 2009 and debuted with a sold-out field of 10,000 participants. It has grown each year since, evolving from a single race day into a weekend of events for the whole family that annually attracts almost 40,000 runners. The event will host the USATF Half Marathon Championships for the second time in 2019. Read more at: ThePittsburghMarathon.com