

Media Advisory – Community Coverage Opportunity



STEINHAFELS TAKES PART IN BIG COMMUNITY DONATION AT KATHY'S HOUSE AND META HOUSE

- WHAT:** **NEW INFORMATION: Client available to talk about impact of Kathy's House on the Community!!** Ann Aiken is from Alabama. Her mother, Karenann Karaba of Racine, recently received a bone marrow transplant at Froedtert. Karenann needs to stay near the hospital for the next few weeks for her many appointments. Both Ann and Karenann are staying at Kathy's House. Ann is available to talk about her experience at Kathy's House, and how helpful it has been for her family, and why donations like these are so important.
- [Steinhafels](#) is partnering with [Tempur-Pedic](#) to donate mattresses and frames to two community organizations—[Meta House](#) and [Kathy's House](#). During an almost 20 year relationship, Steinhafels has donated furniture and accessories to Meta House totaling more than \$200,000. We are excited to be working with Kathy's House for the first time. Steinhafels and Tempur-Pedic will be donating mattresses and bed frames to Kathy's House, and mattresses to Meta House. Steinhafels is very proud to be a part of this "sleep inspired" community donation.
- WHY:** Each year, Steinhafels gives back to the community by participating with more than 100 local nonprofit organizations. Steinhafels employs nearly 750 people in Wisconsin and northern Illinois. We honor our valued employees by participating in nonprofit organizations that are important to them. We generally donate merchandise instead of cash. As a furniture retailer this makes sense because it allows us to make the biggest impact with our resources and expertise. These organizations include shelters, halfway houses, and centers serving the battered and abused. Meta House and Kathy's House support people going through transition in their lives.
- DATE / TIME:** **Weds. October 7, 2015 at approximately 11 a.m. (Delivery time could vary slightly, but there will be activity all morning and early afternoon.)**
- LOCATION:** **Kathy's House**
600 N. 103rd St, Milwaukee, WI 53226
TV News trucks are allowed on-site for live shots or 1111for shooting b-roll and interviews
- ONE-ON-ONE INTERVIEW OPPORTUNITIES:** -- Dirk Stallmann or Stephanie Graham, Marketing, Steinhafels

-Can speak to what's being donated, and the importance of business partnering with local non-profits, especially those like Meta House and Kathy's House.

-- Patty Metropulos, Executive Director of Kathy's House

-Can speak to the organization's mission, and why this donation will help them serve the community better.

PHOTO OPPS/

BROLL AVAILABLE: – Video of the mattresses and frames being loaded off the Steinhafels truck. Also possibly video of volunteers assembling beds, depending on the time.
-- Due to client privacy, video of the facilities will be limited at Meta House. Kathy's House is open to video footage of the House. There may be a client available for an interview at Meta House, likely a guest available at Kathy's House.
-- Steinhafels has generic store/mattress pics/video available if needed.

ABOUT

STEINHAFELS:

Since 1934, Steinhafels Furniture has been a family-owned business providing quality home furnishings, mattresses, and home décor to southeastern Wisconsin. Steinhafels is Wisconsin's leading retailer for furniture and mattresses, with nearly 750 employees and 18 locations in Wisconsin and northern Illinois. Steinhafels brings its corporate values of courtesy, honesty, and outstanding service to its customers and the communities served.

ABOUT

META HOUSE:

Meta House ends the generational cycle of addiction by healing women and strengthening families. Meta House is a holistic treatment facility that offers a family-centered, gender-responsive approach. A qualified team of professionals implements alcohol and other drug abuse treatment services. Meta House also offers parenting, vocational, and educational services to its clients.

ABOUT

KATHY'S HOUSE:

Kathy's House is a non-profit Hospital Hospitality House that provides lodging and a supportive environment to families who are experiencing one of life's most stressful situations—personal illness or the serious illness of a loved one. Since opening in 2001, Kathy's House has provided lodging, a supportive environment, and amenities such as transportation to area hospitals to more than 7,000 families or 14000 individuals. On any given night about 30 people stay at Kathy's House. About 55% of the guests are caregivers;45% are patients themselves. Over 80% of guests who stay are being treated at Froedtert and the Medical College and 80% of families referred are receiving treatment for cancer.

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