

We want to help you sleep better

Silk Concept and Provide team up to help Vancouverites sleep better and support Streethome Foundation

Vancouver, BC – (October 19, 2009) - Silk Concept, specialist in sleeping with silk, invite you to drop in at the Provide store at 529 Beatty Street downtown Vancouver between 11 a.m. and 2 p.m. on Saturday, October 24 to talk about sleep and learn the many benefits of a silk filled duvet. A portion of all duvets sold will be donated to Streethome Foundation on behalf of Silk Concept and Provide.

So please come down and ask all the questions you may have about the health benefits of sleeping with silk and help us make a substantial donation to a very worthy cause. There will be plenty of duvets in store for you to get to know intimately. Start your Christmas shopping early and invest in your bedding, those chilly nights are fast approaching!

What: Silk Concept Demo Day

When: Saturday, October 24, 2009 (11 a.m. to 2 p.m.)

Where: Provide, 529 Beatty Street (cross street Dunsmuir)

Who: Silk Concept specialists will answer general questions about the benefits of sleeping with silk

Why: We want to help you sleep better

Portion of all duvets sold will be donated to Streethome Foundation

For more info. please visit www.silkconcept.com or www.silkconceptnews.com

About Silk Concept

Silk Concept offers a range of naturally luxurious duvets, filled exclusively with Mulberry silk, a naturally non-allergenic alternative to down or synthetic filled duvets. Many people suffer from sleep deprivation, which can negatively impact productivity and health. Sleeping with a Mulberry silk filled duvet ensures a naturally non-allergenic, heat regulated and luxurious slumber. Have you slept with silk yet?

About Provide

Provide is an interior accessories and lifestyle store that offers unique works from artists and designers working ceramics, glass, wood, metal and textiles. Our core focus is our customers and the desire to provide a product that will enhance their environments and lives.

About Streetohome Foundation

The Streetohome Foundation is the first broad community-based initiative designed to address homelessness in Vancouver. The goal of Streetohome is to build bridges and leverage the time, resources, expertise and funds of our entire community to ensure that all people in Vancouver have access to safe, decent, affordable housing.

End

Note:

Media RSVP by 5 p.m. on Friday, October 23

Media contact: Laura Appleton, Owner of Silk Concept laura@silkconcept.com or 778 999 2345