



FOR IMMEDIATE RELEASE

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FamilyBedding.com Expands Online Business to Downtown Hollywood Store

HOLLYWOOD, FL – June 30, 2009 – Sweet dreams are in store at FamilyBedding.com, a new shop in Historic Downtown Hollywood that specializes in bedding and room décor in unique prints and sports team themes.

FamilyBedding.com evolved from an online business with a drop-ship location on Dixie Highway to a full-service retail store that offers custom bedding, a wide variety of NFL- and MLB-licensed merchandise, more than 200 mix-and-match fabrics available by the yard and complimentary design consultation.

Jil Smith, who owns FamilyBedding.com with Patty Turner and Tino Sebastiani, said the new location at 2029 Harrison Street has served the store well since its opening in mid-April. "The traffic is excellent," Smith said.

Passersby are attracted to the striking room displays with coordinating bedding, lamps, window treatments, wallpaper and "fatheads," or life-size wall graphics. Once inside, they're hooked on the unique products at competitive prices.

"You can't find anything that we offer in any retail stores," Smith said. "There's no one, not in Aventura or the Broward Mall, that specializes in bedding and room décor like we do."

FamilyBedding.com can accommodate the entire family, including infants and college students living in the dorm. "Our motto is 'Crib to King, We've Got You Covered,'" Smith said.

Hard-to-find items available in the downtown store include custom canopies, sleeping bags with attached pillows and futon covers in specialty sports fabrics. A visual presentation on store merchandise and services runs continuously in the front window so that customers can place an order online after hours. Additional offerings can be found on the FamilyBedding.com website, including products featuring NCAA, NBA, NHL, MLS, NFL and MLB teams.

FamilyBedding.com will celebrate its grand opening in late July. Upcoming plans for the store include the addition of the Negro Leagues baseball-theme collection and gift items such as team-specific watches, shot glasses and Christmas ornaments.

"We're going to try to gear the store more for a gift shop," Smith said. "I want to be your local team sports store."

For more information, call 954-925-6650 or visit www.FamilyBedding.com.

To learn about Downtown Hollywood businesses or events, call 954-921-3016 or visit www.downtownhollywood.com.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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