

## **IN PURSUIT OF THE PERFECT HOTEL BED...**

### **DREAMS ARE SWEET AT PEABODY HOTELS THE PEABODY DREAM BED®**

*Not so long ago, a good night's sleep was a given, but in today's world of high stress and sleep deprivation, eight hours of blissful sleep are the exception.*

**Marshall Kelberman, Rooms Director, The Peabody Orlando**

Sleep, the magic, sometimes elusive restorative of the human mind and body has been researched and analyzed, lauded and damned through the ages from the ancient Greek poets and philosophers to Shelley and Shakespeare.

No surprise that sleep and the beds we sleep in today have joined the ranks of high science in the pursuit of a decent night's rest. Have you ever suffered the "sleeping in a strange bed" syndrome? If so, you know it can be a real deterrent to a good night's sleep, and a serious problem for business or meeting delegates who must be on the conference floor bright and early each morning. "Whether our guests are at Peabody Hotels for business or leisure, providing a top-of-the-line mattress with quality bedding and linens, is one of our top commitments," said Alan C. Villaverde, president of Peabody Hotels and general manager of The Peabody Orlando.

A year or so ago, Peabody Hotels began the search for the perfect bed for their guests in Memphis, Orlando and Little Rock. "We researched and tested various types of mattresses and manufacturers to select a mattress we felt would be the perfect Peabody model for our guests to luxuriate in, relax and sleep, said Marshall Kelberman, director of rooms for The Peabody Orlando. "We set up over 30 beds in one of our ballrooms, and had our executive committee members try them out and vote on the bed they preferred. The all-out winner was the Simmons Beautyrest® Do Not Disturb bed.

Simmons engineers specially created the Peabody Dream Bed® providing the elements of much-needed full body support, and a design structure that reduces motion transfer between partners enabling both to sleep soundly and undisturbed.

And, guests are loving their Peabody Dream Bed®. "Southwest Airlines flight crews and attendants actually use their seniority to "bid" the Little Rock lay-over, so they can sleep on a Peabody Dream Bed® at The Peabody Little Rock," reports Gregg Herning, the hotel's general manager.

The Peabody Dream Bed® can be purchased on line at:  
The Peabody-Hotels@Home.com.