

Press Release

FOR IMMEDIATE RELEASE

HOUSTON
HOME
+GARDEN
SHOW

LOCAL CHILD WITH DISABILITIES RECEIVES FIRST BED THROUGH HEARTWARMING PARTNERSHIP

Houston, TX, [January 18, 2024] – The Houston Home + Garden Show has teamed up with Easter Seals Greater Houston to provide a life-changing gift for a local child. Ethan Allen, a resilient young boy with complex medical needs, is set to receive his first bed, thanks to the generous support of Mattress Firm.

The five-year-old boy has encountered considerable health hurdles navigating conditions including a tracheostomy, autism, VEO IBD, and NBEA Syndrome. Despite his medical complexities, Ethan has always slept in a crib, ensuring convenience for his dedicated active military parents and caregivers.

The partnership between the Houston Home + Garden Show and Easter Seals Greater Houston, with the invaluable contribution from Mattress Firm, aims to provide Ethan with a new and comfortable bed. Ethan will also receive donated children's books and toys to make this a very sweet and special experience. This initiative reflects the organizations' commitment to making a positive impact in the local community and enhancing the quality of life for individuals facing special circumstances.

The Houston Home + Garden Show is February 2-4, 2024 at NRG Park and is dedicated to showcasing a wide range of products and services related to home improvement, gardening, landscaping, and interior design.

Key Points:

- Recipient: Ethan Allen, a local child from Rosharon with complex and multiple medical needs.
- Partners: Houston Home + Garden Show, Easter Seals Greater Houston, and Mattress Firm.
- Significance: Ethan will receive his first bed – making a significant improvement in his comfort.

Available Interviewees:

- Dee Brown, Houston Home + Garden Show
- Kelly Klein, Easter Seals Greater Houston
- Keywhana Allen, Mother of Ethan

About Easter Seals Greater Houston:

Easter Seals Greater Houston, Inc. is a non-profit corporation established to provide comprehensive services to veterans and individuals of all ages with all types of disabilities and their family members. For more information, visit www.eastersealshouston.org or visit us on [Facebook](#) and [X \(@eastersealshou\)](#).

About Marketplace Events:

Marketplace Events creates vibrant expositions connecting enthusiasts with experts, products and services in dynamic face-to-face environments. The company produces more than 70 consumer shows in North America including home, garden, and holiday shows. The 70+

combined events, in 34 markets, currently attract 22,000 exhibitors, 2 million attendees and another 3 million unique web visitors annually. The company produces some of the most successful and longest-running shows in North America, including market-leading shows in Minneapolis, Atlanta, Indianapolis, Vancouver, Calgary and Montreal—some of which have thrived in their markets for more than 75 years. For a full list of upcoming events visit www.marketplaceevents.com .

For media inquiries, interviews, or press passes, please contact:

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Note to Editors: High-resolution images and additional information are available upon request.