



Zinus | Supporting LA Wildfire Relief Through \$100K Mattress Donation in Partnership with Think Watts Foundation

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CHALLENGE

Following the LA wildfires, Pierpont worked with its client [Zinus](#), a California-based innovator of mattresses and easy to assemble furniture, to find meaningful ways to support families who were displaced. Pierpont worked with Zinus to put out a social media post calling on the community to share reputable nonprofits to ensure contributions reached those with the greatest need to coordinate effective distribution and craft a compelling communications strategy to highlight the initiative.

OBJECTIVE

To support the California wildfire victims by donating high-impact items such as mattresses and bedframes.

APPROACH

Pierpont connected Zinus with the [Think Watts Foundation](#), a respected California-based nonprofit with strong ties to the local community. To provide essential comfort items, Zinus leveraged its surplus inventory and committed mattress and bedframes for donation. Together, they coordinated a streamlined, equitable distribution plan to ensure the mattresses provided immediate relief to families.

RESULTS

Zinus donated 100 queen-size mattress sets (mattress + bed frames), totaling \$100,000 worth of products to the Think Watts Foundation. Pierpont developed a communications strategy to share this impactful donation across media channels including a feature in Furniture Today and the Philanthropy News Digest. In April, the Think Watts Foundation, several professional athletes and Zinus held a distribution day at BMO Stadium in downtown Los Angeles. NBC Los Angeles sent a reporter to do a live segment showcasing the donations being distributed and featured interviews with representatives from Zinus and the Think Watts Foundation.

100K

Mattress Donation

Generated on February 5, 2026 | Pierpont Communications - PR + Marketing