



Caber supports Toronto bed bug eradication campaign

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TORONTO - The City of Toronto's Bug & Scrub program is getting support from Caber Distributors in its efforts to eradicate bed bug infestations that are increasing in number throughout Canada's largest urban centre.

According to the city's board of health, the most vulnerable to the growing number of infestations are people with serious disabilities or illness - either physical or mental - as well as senior citizens and those on social assistance.

Speaking at Protect-A-Bed's recent international sales conference here, health board officials said that some 2,000 inspections have been carried out so far this year and that some 200 clients have been helped.

"Caber is a huge donor to us," Cathy Loik, an inspector with the board of health said.

Toronto's program is multi-faceted. In addition to education - including a new web site - the program trains many of the people it helps to eradicate bed bugs for others.

Since this past January, Caber, the Canadian distributor of Protect-A-Bed's product line, has been donating mattress protectors, bedding products such as sheets and pillowcases and expertise to the program.

"We have always placed immense importance in giving back to the community," Caber president Bernard Weinstein said, "and sharing our good fortune with others less fortunate. Because our company distributes innovative solutions for today's key health issues that are bred in the bedroom, supporting the City of Toronto's campaign was a natural fit."

