

**CONTACT INFORMATION:**

Rutherford County Economic Development  
Matt Blackwell, Director  
142 E. Main Street, Forest City, NC 28043  
(828) 248-1716, (828) 248-1771 FAX  
mblackwell@rutherfordncedc.com  
[www.rutherfordncedc.com](http://www.rutherfordncedc.com)

**For Immediate Release  
August 7, 2013**

## **Sunrise USA locates in Ellenboro**

**Forest City, NC** – Rutherford County Economic Development is pleased to announce that Sunrise USA has purchased the building located at 171 Race Path Church Road and will open its new manufacturing and distribution operation in Ellenboro, NC. The company plans to completely renovate the building and to create eight new full-time positions at this location.

Sunrise USA has been importing and distributing pillows, dog beds, fleece sheets and other associated products at another North Carolina location, but that facility no longer met the company's needs nor allowed for the addition of the manufacturing line to cut, sew and fill a variety of pillows domestically. Sunrise USA sells primarily through their own websites and e-commerce venues. "We are excited about this project and are appreciative of the support we received from Rutherford County," said Dave Fraser, President of Sunrise USA. "We looked at a number of other buildings in neighboring locations but the combination of real estate costs, project assistance, and a great sense of community led us to Rutherford County. This location will allow us to be more competitive and to further expand our product line."

County Commission Chairman Julius Owens shared that "Sunrise USA has said that they could find no better location for their expansion into our community. They are excited to be locating in Ellenboro and to offer job opportunities in this area of the county. Mr. Fraser and Sunrise USA will be strong assets to our county."

While individual wages vary by job function, the salary range for the new jobs start in the \$8-9.50 range plus benefits. Job openings were posted with the Division of Workforce Solutions, 139 E Trade Street, Forest City, NC. Mr. Fraser has been very impressed with the quality of the applicants that he has interviewed and hired thus far. Sunrise USA has completed his first round of hiring including positions such as Director of Operations, Warehouse Manager, Production Line Manager, and three sewing positions. Additional positions to be created in the future include warehouse personnel, sample clerks and office personnel. These future positions will be posted and filled through the Division of Workforce Solutions.

Rutherford County has agreed to proceed with a NC Rural Center grant application for Building Reuse and Restoration in the amount of almost \$40,000 with a required 5% local cash match to be provided by Rutherford County. Rutherford County Economic Development Executive Director Matt Blackwell stated, "Mr. Fraser has stated that he could not be more pleased with the support he has received during the site selection process. Since purchasing the existing facility, Mr. Fraser has hired local contractors to begin the renovations to the building."

The mission of Rutherford County Economic Development is to retain and recruit new jobs and investment to the county for both industrial and commercial development. Rutherford County has a population of 63,000 and is centrally located between Charlotte, NC, Asheville, NC and Greenville, SC. With a strong infrastructure system including roads, water, sewer and fiber, the county is well positioned for growth as the economy continues to improve.