



NEWS RELEASE

# Bed Bath & Beyond Is Back for College

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The brand that helped generations of students move into their first dorms and apartments is back with everything they need to make college feel like home.

NASHVILLE, Tenn.--(BUSINESS WIRE)-- Bed Bath & Beyond is returning to one of the moments it helped define: back-to-college. From dorm rooms to first apartments, the brand is making it easier and more affordable for students and families to find everything they need for move-in day and beyond.

Bed Bath & Beyond + The Container Store's College Living Destination

Starting now, all 97 Bed Bath & Beyond + The Container Store

locations will feature a dedicated College Living destination designed to help students make the most of every square foot. From bedding and storage to everyday essentials and personal touches, the collection brings together practical solutions, great value, and trend-forward style in one easy-to-shop destination.

"For a lot of us, college move-in is one of those moments you never forget. It's exciting, a little stressful, and usually comes with a very long shopping list," said Amy Sullivan, President of Bed Bath & Beyond, Inc. "Bed Bath & Beyond helped generations of families through that moment, and we're proud to do it again. We built this collection around real life. The things students actually need. The products parents don't want to forget. The little touches that make a dorm or apartment feel like home.

"We focused on great product, great value, and making the entire process easier because families already have enough to think about. College isn't just about moving into a room. It's about starting a new chapter. Our job is to make that transition easier, more affordable, and a lot more exciting for students and the families supporting them.

"Whether you're moving into your first dorm room or your first apartment, we're here to help you get ready for what's next."

The College Living destination is built around what students actually need. Every product was selected to help small spaces work harder, stretch student budgets further, and make a dorm room feel a little more like home.

- **Bedding Essentials**— Mattress toppers, comforters, sheet sets, pillows, and nail-free headboards starting at \$89.99.
- **Small-Space Storage & Organization**— Rolling carts, over-the-door organizers, underbed storage, and slim hangers that help students maximize every inch.
- **Everyday Essentials** — Laundry solutions, towels, shower caddies, first aid and mini kitchen electrics at \$40 and under.
- **Personal Touches**— Accent seating, storage ottomans, throws, LED lighting, memo boards, and décor that help students create a space that feels uniquely theirs.

The assortment is available at all Bed Bath & Beyond + The Container Store locations and [online](#). Customers can also download a comprehensive move-in checklist to help make sure nothing gets left behind.

For students looking for even more options, extended assortments are available online at Bed Bath & Beyond. And for the finishing touches that bring personality to any space, Kirkland's by Bed Bath & Beyond offers an edit of décor designed to help students celebrate every season of college life.

For deals, dorm inspiration, organization tips, and move-in checklists throughout the summer, text COLLEGE to 22822.

## About Bed Bath & Beyond, Inc.

Bed Bath & Beyond, Inc. (NYSE: BBBY) is building a connected home ecosystem designed to make shopping for, managing and caring for a home simpler and more affordable. Through a portfolio of trusted brands including Bed Bath & Beyond, buybuy BABY, Overstock, Kirkland's Home and, upon completion of the merger, The Container Store, the Company serves customers through an integrated omnichannel experience spanning retail, home products, services, financing, protection and installation solutions.

The Company's technology and data platform helps create more personalized experiences for customers across every stage of home ownership, while its expanding ecosystem of brands and services is designed to deliver greater convenience, accessibility and value.

## Media Contact

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Source: Bed Bath & Beyond, Inc.