



Kristen Bell Joins La-Z-Boy Family As New Brand Ambassador

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Bell Featured Alongside Unexpectedly Stylish La-Z-Boy Furniture In Re-launch of "Live Life Comfortably" Campaign

MONROE, Mich., May 6, 2019 /PRNewswire/ -- [La-Z-Boy](#), one of the most recognized brands in the furniture industry, is relaunching its "[Live Life Comfortably](#)" campaign with a new brand ambassador, actress Kristen Bell. The new campaign marries Bell's genuine personality and humor with unexpectedly stylish La-Z-Boy furniture that doesn't sacrifice comfort or quality.

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/8533751-la-z-boy-kristen-bell-live-life-comfortably/>

La-Z-Boy redefined comfort when it invented the iconic recliner more than 90 years ago. Today, the brand offers beautiful products for every room in the home. The new campaign featuring Bell will open consumers' eyes to the wide variety of La-Z-Boy furniture that mix comfort, style and quality.

"Kristen has an authentic voice that connects with people," said Eli Winkler, La-Z-Boy VP, Marketing. "Her warmth and style combined with relatable humor about work, relationships and family make her a great fit for La-Z-Boy."

The La-Z-Boy Debate

Bell and her family are no strangers to the La-Z-Boy brand. In 2017, Bell and her husband engaged in a loving dispute that played out [across social media](#). Comically titled "The La-Z-Boy Debate," the disagreement centered on where to place the family's new La-Z-Boy recliner.

"After the great La-Z-Boy debate of 2017 that went down in my house, I became interested in the brand and surprised to learn they offer so much more than recliners," said Bell. "As a mom, I want my home to be practical without having to sacrifice style. When I found out La-Z-Boy furniture is comfortable and cute, I knew this was going to be a perfect fit."

"Live Life Comfortably" Campaign

Originally launched in 2011, the "Live Life Comfortably" campaign has resulted in significant sales growth for La-Z-Boy across a range of product categories, including stationary sofas, sectionals, chairs and home accents.

"The introduction of Kristen Bell will take the campaign to new heights by drawing in a diverse base of consumers," said Kurt Darrow, La-Z-Boy Chairman, CEO and President. "We are pleased to welcome Kristen to the La-Z-Boy family and believe that she can continue to help us engage, entertain and educate consumers about the range of products and services we offer."

The new "Live Life Comfortably" campaign and partnership with Bell launches today and features an array of content developed for television, digital, print, the La-Z-Boy social and web platforms and in-store.

[View the new ad.](#)

About La-Z-Boy

Headquartered in Monroe, Mich., La-Z-Boy has been producing some of the world's most comfortable furniture for over 90 years. The company manufactures a full line of comfortable products for the living room and family room, including the company's world-famous recliners, reclining sofas and love seats, sleep sofas, modular furniture and leather upholstery, as well as stationary sofas, love seats and chairs. It is a division of La-Z-Boy Incorporated (NYSE: LZB), one of the world's leading residential furniture producers, marketing furniture for every room of the home. "Live Life Comfortably."[®]

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