

FOR IMMEDIATE RELEASE

World Sleep Society
+1.507.316.0084

info@worldsleepsociety.org

<http://worldsleepday.org/>

**CELEBRATE WORLD SLEEP DAY® ON MARCH 15
TO ADVANCE SLEEP HEALTH WORLDWIDE**

**ROCHESTER, MN – January 3, 2019—**World Sleep Society is issuing a global call to action about the importance of healthy sleep. Friday, **March 15, 2019** is the 12th annual World Sleep Day®. Created and hosted by World Sleep Society, [World Sleep Day](http://worldsleepday.org) is an internationally recognized awareness event bringing researchers, health professionals and patients together to recognize sleep and its important impact on our health.

World Sleep Day 2019 will incorporate the slogan, 'Healthy Sleep, Healthy Aging,' intended to emphasize the importance of sleep in overall health at any age. This focus is purposefully broad in meaning, surrounding the message that quality of life can be improved with healthy sleep. Conversely, when sleep fails, health declines, decreasing quality of life. Sound sleep is a treasured function and one of the core pillars of health. World Sleep Society has compiled ten tips for healthier sleep. These recommendations for children and adults can be viewed on worldsleepday.org under resources.

**From the Mayo Clinic Center for Sleep Medicine**
Dr. Erik St. Louis, Co-Director of the Mayo Center for Sleep Medicine in Rochester, Minnesota, emphasizes this year’s theme of *Healthy Sleep, Healthy Aging* by explaining, “For most adults, getting 7 to 8 hours of sleep tonight might be the most important thing you can do to improve your future physical and mental health. Children need even more sleep for optimal learning and play. Recent research shows the importance of adequate amounts of sleep for brain health, since during sleep, the brain washes away toxins that can potentially damage the aging brain that accumulate during the day while we’re awake. Sleep also keeps the brain’s wiring and connections healthy and working at their best, especially when learning and remembering new things from earlier in the day.”

Timothy I. Morgenthaler, MD is Professor of Medicine and Co-Director of the Mayo Clinic Center for Sleep Medicine working as a sleep medicine specialist for over 22 years. “Getting good quality and quantity of sleep is one key to aging well, improving the odds of physical, cognitive and emotional health. Getting good sleep in young adulthood and middle age reduces the risk of obesity and hypertension, protects against age-related cognitive decline and Alzheimer’s Disease, and has been associated with decreased rates of depression. In some studies, regular sleep has even been associated with fewer signs of aging in facial skin and better tissue tone. Look better, feel better, be better. There is a lot to be said for giving good quality sleep a high priority in our daily lives.”

Dr. Erik St. Louis finishes by adding, “We’re excited to support the World Sleep Society’s World Sleep Day initiative to call more attention to the importance of regularly getting adequate amounts of restful sleep. As sleep medicine physicians, we dedicate our careers toward diagnosing and treating sleep disorders such as sleep apnea, insomnia, restless legs syndrome, and other common problems with sleep quality, but this starts with getting the right amount of sleep every night.”

**CALL TO ACTION**

To participate in World Sleep Day, consider:

* Organizing an event to create excitement and generate interest in World Sleep Day.
* Circulating the official press release with sleep experts and local media.
* Distributing sleep patient literature such as booklets, leaflets and newsletters.
* Finding other ideas at worldsleepday.org.
* Spreading the word on social media about **#WorldSleepDay.**

More information can be viewed on [worldsleepday.org/get-involved/plan](http://worldsleepday.org/get-involved/plan).

**GLOBAL PARTNERSHIPS**
The 12th Annual World Sleep Day has partnered with Arianna Huffington’s Thrive Global, Ferring Pharmaceuticals, China Sleep Products Association, AmLife and Dormeo. More sponsors will be included before March.

Arianna Huffington, founder and CEO of *Thrive Global* says, “Sleep is central to every aspect of our mental and physical health. And this is true at every age, from birth onward. The profound importance of sleep in having a healthy, happy and long life never wanes.”

Ferring Pharmaceuticals recognizes the importance of healthy sleep in healthy aging by raising awareness of nocturia, the need to wake to urinate more than once in the night. People often ignore sleep disturbance from nocturia, but interrupted sleep on a regular basis is suggested to have a detrimental negative impact on an individual’s overall physical health and emotional well-being, in the long and short term. To mark World Sleep Day, Ferring is committed to increase the public’s understanding around getting adequate sleep.

Mr. Lew Mun Yee, the founder of AmLife states, “AmLife is fully devoted in the noble mission of World Sleep Society in advocating better quality sleep in mankind. AmLife proudly joins the

call for *Healthy Sleep, Healthy Aging*–this year’s World Sleep Day theme. Aging or growing older does not mean compromising one’s health. AmLife’s new tagline, “Life. Redefined.” dovetails the 2019 theme. With better quality of sleep, life certainly can be redefined. Life can be much fuller in your golden years.”

**CONTACTS**

Allan O’Bryan, World Sleep Society Executive Director: obryan@worldsleepsociety.org
Dr. Liborio Parrino, 2019 World Sleep Day Committee Chair: liborio.parrino@unipr.it

**###**

**About World Sleep Society**
World Sleep Day is organized by World Sleep Society, an international association whose mission is to advance sleep health worldwide. World Sleep Society hosts a biennial scientific congress on sleep medicine aiming to globally connect sleep professionals and researchers to advance current knowledge on sleep. A job board has also been created for sleep medicine professionals on [www.worldsleepsociety.org](http://www.worldsleepsociety.org/). Follow the excitement on Twitter [@\_WorldSleep](https://twitter.com/_WorldSleep) and [facebook.com/WASMF](https://www.facebook.com/wasmf/).

**About Ferring Pharmaceuticals**

Headquartered in Switzerland, Ferring Pharmaceuticals is a research-driven, specialty biopharmaceutical group active in global markets. Nocturia, the need to wake to urinate more than once in the night, is a common cause of sleep disruption in adults of all ages. Ferring Pharmaceuticals is committed to raise awareness of nocturia. To learn more about nocturia or Ferring, please visit [www.ferring.com/](http://www.ferring.com/).

**About AmLife International**

AmLife established its sleep healthcare business to help consumers achieve optimal health in their daily sleep as well as enjoy the wonderful health-lifting, sickness-preventing and recuperative effects of its products. AmLife has pioneered the combination of bedding equipment and Japan's state-of-the-art technology to expand the unlimited potential of the sleep healthcare market, providing a brand-new health solution for modern-day people, which they can use every day.