

CONTEST CORNER



Comfort Starts With Getting A Good Night's Sleep

(NAPSA)—Sometimes the stress of the daily grind can hinder the feeling of a truly relaxing, comfortable night's sleep. In recognizing this "comfort conundrum," one bedding company is making it their business to help people achieve total comfort.

Finding True Comfort

According to best-selling author and comfort expert Jennifer Loudon, the way you start and end your day can have a profound effect on your mood and ability to make healthy, creative choices, and get the rest and relaxation you need and deserve. She has teamed with The Spring Air Company to provide these simple suggestions for attaining a full day of self-care and self-kindness:

- Start your day off with self-care: Substitute music, birdcalls or nature sounds for a buzzing alarm clock. Read something inspiring. Exercise first thing. And sip a big glass of water, before, during or after your morning coffee or tea.

- Choose your afternoon: Build in minibreaks and walk outside whenever you can. Find a quiet corner outside the office to read or simply sit while listening to relaxing music and eat lunch—slowly. Write on your to-do list each day only what you can actually accomplish that day.

- A good day can bring about a good night and vice versa: Write a "done list" to capture all that you have accomplished. Choose a comfortable mattress, such as the Back Supporter by Spring Air, which has been named for the last six years as the preferred mattress among shoppers during a rest test or the Comfort Challenge. And create a comfort oasis



A new contest rewards those who work to bring comfort to family, friends and others.

in your bedroom. Get rid of anything that reminds you of your responsibilities, such as a computer or piles of clothes or clutter.

Comfort Contest

The Spring Air Company, along with "comfort queen" Jennifer Loudon, is kick-starting a comfort revolution to encourage not-so-random acts of kindness, care and comfort. The Spring Air Comfort Connection Awards, designed to honor generous individuals who help make life more comfortable for those around them, encourage people to nominate a person who goes above and beyond to ensure the well-being of family, friends, co-workers or even complete strangers.

To nominate someone, submit a brief essay of 200 words or less describing who this person is and what he or she has done or sacrificed in order to bring someone comfort. Essays will be accepted online or can be mailed to The Spring Air Company/Comfort Connection Awards, 1111 Nicholas Blvd. Elk Grove Village, IL 60007. Deadline for entry is October 16, 2007. To submit an entry or for official contest rules and prizes, visit www.springair.com.