

# SLEEP

## Facts & Fancies

### Sleeping Poorly? You're Not Alone

(NAPSA)—Millions of Americans are staying up past their bedtimes —some by choice, others not. For all, this sleep deprivation could have negative consequences.

According to the National Sleep Foundation, more than 82 million Americans have trouble falling and staying asleep, and only 32 percent of adults get the recommended eight hours of sleep on weeknights.

The problem goes deeper than just being tired the next day. Studies show that adults who sleep less than six hours a night may be at higher risk for diabetes, heart disease and obesity. Other studies estimate that sleep deprivation costs \$45 billion a year in lost productivity, health care bills, and traffic accidents.

"It is amazing that the impact of sleep disorders on our health, wellness, performance, productivity and safety goes unrecognized," says Dr. Michael J. Breus, Ph.D., diplomate of the American Board of Medicine and co-founder of SoundSleep, LLC.

Business travelers have it especially difficult. A recent National Business Travel Monitor notes that 51 percent of business travelers say they don't sleep enough on business trips.

"Sleeping in a strange room with work on your mind is a tough adjustment for your body to make," according to Breus, the "Sleep Expert" on WebMD. "Relaxing before bedtime to break the connection between work time and bedtime can provide a beneficial stress relief and get your body ready for sleep."

#### Sleep Tips from the Sleep Doctor

Dr. Breus says the following tips can help you rest better, no matter where you sleep:

- Limit alcohol and caffeine intake
- Take a 20-minute power nap during the day instead of a long nap
- Avoid extreme temperatures – the best sleep temperature is between 68 and 72 degrees
- Avoid working out in the evening or just before bedtime
- Avoid drinking beverages of any kind after 8 p.m.



Dr. Breus suggests looking for hotels that focus on the sleep experience and cater to business travelers' needs. Crowne Plaza Hotels & Resorts recently launched the Crowne Plaza Sleep Advantage in collaboration with Breus. The program includes top-quality bedding; an in-room drape clip to keep out that annoying sliver of light in the morning; a night light to help guests find their way around an unfamiliar environment at night; and a sleep kit containing ear plugs, an eye mask and lavender spray.

Each guest room also offers sleep tips and a sleep CD which can help relieve stress by guiding guests through physical and emotional relaxation processes, accompanied by soothing music.

Additionally, the program features Quiet Zones, which are floors set aside from Sunday to Thursday just for business travelers. The program introduced a guaranteed wake-up call, which promises that guests will receive their wake-up calls on-time or receive that night's stay free.

"Programs like this make it easier for travelers to get to sleep and reduce the stress normally associated with sleeping in a new environment," Dr. Breus says.