



FOR IMMEDIATE RELEASE

'Spring forward' smoothly with a good night's sleep
Tips for transitioning to Daylight Saving Time

Toronto, ON, March 5, 2014 -- In the midst of a long winter of snow and cold weather, it's reassuring to think that Spring is right around the corner. The surest sign is the annual ritual of forwarding the clocks to Daylight Saving Time, which happens in most parts of Canada at 2 a.m. this Sunday, March 9, 2014.

But an extra hour of light at the end of the day means losing an hour of sleep when the clocks change. This can be especially challenging for families with small or teenaged children when there is a schedule to keep.

"Sleep is something many people take for granted, but it's one of the most important things you can do for your health, your mindset and your enjoyment of life," said Christine Magee, Co-Founder and President of Sleep Country Canada. "Our goal is to help Canadians get a great night's sleep. We take the time to understand our customers' sleep challenges and needs so we can help them select the mattress, pillows and even bedding to get the best sleep possible."

Magee and her team of Sleep Experts say the best way to "spring forward" during daylight savings is to embrace the time change and adjust your routine as soon as possible. Here are the top tips to manage the time change.

Embrace the new time. Set your clocks ahead one hour before you go to bed Saturday night. Don't just change your bedside table clock - change them all, including your watch and phone. The quicker you embrace the new time, the faster you'll adjust.

Roll back bedtime. If you have younger kids, try to gradually (just a few minutes a day) move up their bed time the week leading up to the time change, so they will get up and go to bed at their "regular" times when the time change arrives on Sunday.

Exercise. On Sunday, get lots of fresh air and additional exercise. It will make you more tired so it will be easier to go to bed at your "regular" bedtime.

Listen to your body. You may need to take a short nap to help your body adjust and you may be hungry for meals a little later than usual. Try not to eat dinner too late though, as your body needs time to digest. A big meal later in the evening can interfere with a good night's rest, compounding the time change issue even further.

Be patient. Just like travelling into different time zones, it will take you a few days to adjust to a one-hour time change. This might be longer for younger children.

Stay positive. Those long summer nights are just around the corner.

Daylight Saving Coupon

To ease the transition to Daylight Saving Time, Sleep Country is offering a \$100 coupon toward any new mattress purchase of \$600 or more. The coupon can be downloaded at www.sleepcountry.ca/daylightsavingscoupon.aspx until March 9, 2014.

About Sleep Country Canada

Sleep Country LP owns and operates 253 corporate-owned stores. In Canada, Sleep Country is the largest mattress retailer with 160 stores in twelve regional markets and 48 stores in Quebec under the Dormez-vous banner. The company also owns Sleep America, Arizona's largest mattress retailer with 45 stores.

For more information about the company visit www.sleepcountry.ca, on Facebook at www.facebook.com/SleepCountryCanada and on Twitter at www.twitter.com/SleepCountryCan.

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For more information and to arrange an interview with Sleep Country please contact:

Laura Baker, Director of Marketing
Sleep Country
416-242-4774 ext. 2240
laura.baker@sleepcountry.ca