



## **‘SLEEP DAY’ LAUNCHES IN CANADA TO HELP PROVIDE A GOOD NIGHT’S SLEEP TO CHILDREN IN DEVELOPING COUNTRIES**

Canadian charity Sleeping Children Around the World Calls for Canadians to don their PJ’s on Friday, November 4<sup>th</sup>

**TORONTO, ON – October 4<sup>th</sup>, 2016** – [Sleeping Children Around the World \(SCAW\)](#), a 100% charity, is asking Canadians to help raise awareness and funds by participating in the first ever Sleep Day on Friday, November 4<sup>th</sup>. With a small donation, wear your pyjamas to work or school and share your photos on social media using #SleepDay, with all proceeds going directly to the purchase of bedkits for upcoming distributions in developing countries. Sleep Day is sponsored by Sleep Country Canada, with support from Choice Hotels.

“Sleep is paramount in a child’s development. At Sleeping Children Around the World, we believe that it is the basic right of every child to have a comfortable night’s sleep,” said Dave Dryden, Chair of Sleeping Children Around the World. “Sleep Day is the first national call to action in support of our charity that my parents, Murray and Margaret Dryden, founded 46 years ago. We’re extremely excited about this initiative and can’t wait to see all the pyjama photos... and making #SleepDay trend nationally.”

The charity is requesting a small donation of \$5 for corporate participants and \$2 for students, to wear their pyjamas to work or school, and post photos and updates on their social media outlets using #SleepDay. “Sleep is so important to the growth and development of all children and having had the privilege of joining a bedkit distribution in Pune, India with Sleeping Children in 2011, I can attest to the amazing work being done by Sleeping Children. It is truly an honour for us to support Sleep Day knowing the number of children’s lives that will be bettered by this wonderful initiative,” said Christine Magee, Co-Founder, Sleep Country Canada. Each post using the hashtag, #SleepDay, will be eligible to win two pillows from Sleep Country Canada; winners will be selected at random. As an added incentive, top fundraisers will win \$500, \$250 and \$100 Sleep Country Canada gift cards. Full details are available at [www.SleepDay.ca](http://www.SleepDay.ca)

It is a well-documented fact that the consequences of poor sleep lead to long term issues in young children and have an immense effect on health, memory, emotions and academic potential. “Children who don’t meet the recommended hours and quality of sleep per day are more likely to struggle with verbal creativity, have trouble problem solving and suffer behavioral problems,” said Dr. Robyn Stremler, Adjunct Scientist at the Hospital for Sick Children and Associate Professor at the Lawrence S. Bloomberg Faculty of Nursing, University of Toronto. “Children also need adequate sleep in order for their bodies and minds to continue to develop – good quality sleep is more likely to occur with clean and comfortable bedding, in a safe, uncrowded and quiet environment, ideally free of insects and bugs.”

SCAW is a global community of partners and volunteers who have transformed the lives of over 1.4 million children in developing countries through bedkit distributions. One bedkit costs \$35 and is largely



comprised of a mat or mattress, a mosquito net to combat the threat of malaria and other vector-borne diseases, schoolbag and school supplies, clothing and footwear. All items are locally sourced where possible, providing additional positive impact on the economy of the local community.

**About Sleeping Children Around the World**

Since its inception by Murray and Margaret Dryden in 1970, the charity has raised over \$40 million to provide bedkits for more than 1.4 million children in 34 countries. For every \$35 bedkit donation, 100% reaches a child in extreme poverty. For more information on SCAW, please follow the team on [Facebook](#), [Twitter](#), [Instagram](#) or visit [www.scaw.org](http://www.scaw.org).

**For more information, or to arrange an interview with a member of the Dryden family, Christine Magee or Dr. Robyn Stremler, please contact:**

Annabel Lee  
MAVERICK  
416-640-5525 x224  
[annabell@wearemaverick.com](mailto:annabell@wearemaverick.com)