

Almost half of UK is sleep-deprived says www.sleepstreet.com

Submitted by: Azaria PR

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October 31st sees the clocks go back, giving a much needed extra hour in bed for the huge forty-eight per cent of UK people suffering from a lack of sleep . Marked by The Sleep Council's National Sleep-in Day, it also sees the launch of the UK's first ever online Quality Sleep Specialist www.SleepStreet.com.

The new website ensures easy access - at any time of night or day - to advice, contacts and products which help to improve well-being, relaxation and happiness – all through good sleep.

Founder and Mother of two, Nuala Whelan, knows www.sleepstreet.com will play a fundamental role in people's lives. Nuala says; "The amount of sleep we get has an enormous impact on our lives."

Nuala is no stranger to sleep problems; "Having experienced sleep paralysis as a child, followed by years of insomnia due to a stressful job and then having two young children with varying sleep patterns, I found there was very little information and advice available and especially not in the middle of the night when I most needed it! Once I started looking in to it, I discovered that there are so many different types of sleep disorders, most of which go undiagnosed due to both lack of knowledge and the availability of sleep clinics to solve the problems."

Poor sleeper, Amanda Keane, 37, says "The site has been a really useful source of information – I followed the advice given and saw an almost instant improvement in my sleep patterns...and it's even helped to stop my husband snoring!"

www.sleepstreet.com includes:

-  Advice and tips - for getting the best night's sleep
-  On-line catalogue - of sleep-related products and treats
-  Frequently asked questions – from the basic to the unusual!
-  Sleep reference guide – everything about sleep explained
-  Directory of Sleep Clinics – where to find further information and advice
-  Competitions and offers – special deals and discounts
-  Media Office – instant access to media releases and images

All types of sleep-related products can be purchased on-line through a fully secure payment process. Please see attached product list for full details on the Sleep Street Store, including Snore-No-More pillows, Light Box Alarm Clocks to help with SAD and Memory pillows which adjust according to your body shape.

For further information about www.SleepStreet.com or to speak with website founder Nuala, please contact Amber Steventon at Azaria PR on 0845 226 7577 or amber@azariapr.co.uk.

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Notes to editors:

 Sleep Street continually works with experts to give the latest advice and information on general sleep problems. It is not, however, designed to replace medical advice. Sleep Street advises anyone who has persistent symptoms or concerns about sleep to speak with their own GP.