

## Four Points by Sheraton Wants You to Lose Your Bags!

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Four Points Invites the Sleep Deprived to Take a Nap and Celebrate - National Napping Day with Tips from the Renowned Nap Doctor

Are you one of the 75 percent of adults who experiences daytime sleepiness? Studies show that over 50 percent of adult Americans are sleep-deprived, affecting productivity, stress and overall health. In keeping with the Four Points by Sheraton commitment to spreading the gospel of life's Simple Pleasures(SM), the brand has partnered with William A. Anthony\*\*, Ph.D., also known as the Nap Doctor, to promote the benefits of a good nap and celebrate the eighth annual National Napping Day on Monday, March 12, 2007.

The Four Points by Sheraton brand is the official hotel sponsor of National Napping Day, which was created by Boston University Professor William A. Anthony\*\*, Ph.D. and his wife Camille Anthony, president of The Napping Company, in 1999. National Napping Day follows on the heels of Daylight Savings Time when we all "spring forward" and lose a much-needed hour of sleep. Four Points is encouraging the public to make time for a little extra shut-eye and is sending thousands of weary travelers a virtual nap with tips on how to successfully sneak in a few extra winks.

### **Stop Stressing - Improve your Health and Take a Nap!**

Did you know that the benefits of napping include increased alertness, lower stress levels, significantly reduced risk of heart disease and increased enthusiasm? Science has also shown that naps can have a positive effect on both mood and performance.

"Four Points is dedicated to spreading the benefits of a good nap with the sleep deprived public," said Sandy Swider, vice president of Four Points by Sheraton. "There is nothing more satisfying and uncomplicated than a great afternoon nap and Four Points mantra is to share with the masses all of life's simple pleasures, especially the ones that are good for you!"

"We applaud Four Points by Sheraton for recognizing the importance of taking the time to relax and recharge," commented Professor Bill Anthony, Ph.D. "Four Points' commitment to providing simple pleasures with little indulgences is a natural fit for National Napping Day."

So what are you waiting for? Listed below is The Napping Company's "Seven Habits of Highly Effective Nappers" to help you on your way to a better nap:

#### **1. Announce your nap to yourself and if possible to your family, friends or colleagues.**

For many people this has been the key step to guilt free, productive napping. By "announcing" your nap to yourself you are reinforcing and reminding yourself of the productivity and health benefits of napping.

#### **2. Gather your napnomic devices**

This much we know is true--nappers have certain devices that make their nap more pleasurable. We call these napnomic devices, i. e., things that assist you to nap. When you were a toddler, perhaps you had a teddy bear, a favorite blanket, a pacifier. Now that you are an adult napper you have put away your childish things, and have other napnomic devices. These might be certain pillows, your favorite bed, soft music, cool bed sheets, workout clothes, etc.

#### **3. Insure a method for on-time awakening**

Concern about on time awakening can ruin a good nap, so the Nap Doctor recommends nappers use wristwatches, clock or radio alarms to awaken successfully. When napping at a hotel the wakeup service can be used.

#### **4. Insure control of your nap environment, including a plan to avoid nappus interruptus**

Nappers need to feel secure in their nap, knowing not only that they have a method to wake up, but also that they will not be awakened prematurely, i.e., experience nappus interruptus. Common strategies are to shut off the phone, hold calls, and/or find an out-of-the way or secretive napping spot. Four Points nappers can use the doorknob sign asking for privacy.

#### **5. Revel in the nap**

Enjoy! No relevant suggestions here if you master the other six habits.

#### **6. Deal with sleep inertia, if necessary**

Sleep inertia is that groggy and slightly disorienting feeling that some nappers experience when awakening from a nap. Some people believe that if you nap about 40-60 minutes you will be waking up from a deep sleep and are more apt to experience sleep inertia. To combat sleep inertia they recommend naps of shorter duration (20-30 minutes).

**7. Begin to plan your next nap as you awaken from this nap It is important to make napping opportunities a traditional part of your daily planning, even if you don't always use the opportunity.**

For travelers in need of a few extra winks, Four Points' guests can indulge in a mid-day nap in the brand's signature Four Points by Sheraton Four Comfort Bed(R) - a multi-layered cocoon of comfort perfect to catch up on some much needed sleep.

For additional tips and information on the benefits of napping please visit [www.napping.com](http://www.napping.com).

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