



GIFT IDEAS



Give Dad The Gift Of High-Tech Comfort

(NAPSA)—Every year since 1972, families honor dad during Father's Day by giving him high-tech gadgetry that not only makes his life easier, but unequivocally beats out tongue-in-cheek ties and declarative coffee mugs as his favorite gifts. From 8-track and VHS players to Bluetooth-enabled cell phones and iPods, dad's "must-have" gifts throughout the years are a veritable time line of the evolution of personal technology.

While dad may be zoning in on the latest flat screen or the newest digital camera, chances are he'd be surprised to learn he's sleeping on technology that is more than 150 years old. And while he may not know it, he definitely feels it.

A new survey conducted by Harris Interactive found that 55 percent of dads in the United States have difficulties falling asleep, while 73 percent actually wake up tired. Even more noteworthy is the fact that every respondent reported waking up with neck, back, hip or shoulder pain.

"The innerspring mattress was developed during a time when people knew little about comfort and even less about sleep," explained Pete Bills, senior director of sleep innovation and clinical research for Select Comfort, creator of the Sleep Number bed. "During the past 20 years, we've made leaps and bounds in the areas of sleep science and sleep-surface technology."

Convinced a better bed may be the perfect Father's Day gift



Many families that don't wake up feeling rested need to talk sleep.

this year? Bills suggests considering a bed that allows for personalized comfort, such as a Sleep Number bed. Unlike the inner-spring mattress that causes dad to toss and turn, a Sleep Number bed uses uniquely designed air-chamber technology that allows him to adjust the firmness on his side of the bed to his Sleep Number setting—a number between zero and 100 that represents his ideal combination of comfort, firmness and support.

"Dad may think he can do without sleep, but even mild sleep deprivation can impact his ability to stay alert and focused as well as maintain a positive mood," Bills added. "As the father of two young girls, I know that I'm a better dad when I consistently get a good night's sleep."

For more tips to help dad get a better night's sleep, visit www.sleepnumber.com.