A Staggering 70% of Parents Lose More Than 130 Nights of Sleep in their Baby's First Year

Thursday 25 February, 2021

Every new parent expects to lose some sleep, but according to a new survey a **staggering 7 in 10 parents are losing an average of three hours' sleep every night in their baby's first year** – the equivalent of losing a phenomenal 133 night's worth of sleep* before their baby turns 1!

With the majority of parents losing **over one third of a year's sleep -** the realities of parental sleep deprivation cannot be ignored.

The recent survey, which was commissioned by Snüz, the brand committed to creating ideas for happy sleep, questioned more than 1,300 parents, who shared their personal experiences. Nearly half of them (44%) felt massively unsupported when it came to their baby's sleep.

In a separate poll, Snüz chatted to its army of 82k+ parents across Instagram to find out how they truly feel about the first year of sleep! When questioned about their baby not sleeping, 88% admitted to this being a cause of stress, while 77% talked about the anxiety they feel even before bedtime starts as they anticipate a sleepless night. Alongside these emotions, 65% of those questioned said they often felt lonely when up late with their newborn.

With stress, anxiety, loneliness and exhaustion on the cards, it's clear to see how the first year of parenting can take its toll. Concerned by these results and with an ever-growing awareness of the importance of parental mental health, the team at Snüz felt it was important to open up the discussion and provide an outlet for parents to connect with.

Introducing **Sleep Support Month by Snüz**; a National Campaign to Support Sleep Deprived Parents. Throughout the whole of March, Snüz will be supporting and educating new parents in dealing with the challenges of sleep.

From 1st March, Snüz will be giving parents a virtual high five and lauding its online community with weekly shoutouts, giveaways, and a wealth of sleep content from experts including The Honest Midwife. Information will cover everything from safe sleep practices and understanding your little one's bedtime needs, to how to look out for yourself and your partner.

Sleep Support Month will be held with help from The Sleep Charity, an organisation passionate about raising awareness of the impact of sleep deprivation, as well as providing training and advice.

The Sleep Charity will be helping provide an expert voice and tips for parents, and in return, the brand will donate £5 for every SnüzCloud sold during March to support all the amazing work they do promoting understanding and awareness around the complexities of sleep.

Snüz will also be introducing its Snüz Sleep Saviours, real mums and dads jumping online to share their experiences of parenthood and baby sleep with its community each week.

Commenting on its launch of **Sleep Support Month,** Mark Nicholls, Marketing Director at Snüz said:

"Parents are not only losing sleep in the first year, but they are also often feeling stressed, anxious and lonely. We strongly feel it is our responsibility to help, and although we can't turn up at their houses to offer a naptime for the family, we can commit a full month to trying to help from afar. A virtual pat on the back for the community of parents online. The month is bursting with advice, support, positivity and a large helping of 'You've Got This' to keep parents going and aid the ZZZ's!"

#SleepSupportMonth

*based on the average of 7-9 recommended hours

ENDS

For further information, high res images and samples, please contact Chloe Ward at bumpPR on 01462 613002 or email chloe@bumppr.co.uk

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Notes to Editors

About Sleep Support Month by Snüz

Running from the 1st-31st March, Snüz Sleep Support Month weekly programming will cover the below topics, and a whole lot more:

Week 1: The Why's & How's of Baby Sleep

Week 2: Sleep Safety Essentials

Week 3: Parent Focus: Safeguarding Your Sleep & Mental Health

Week 4: Baby Sleep Tips & Advice For Your Little One

Each week will feature content from a number of experts and speakers such as Midwife & Founder of Let's Talk Birth and Baby Louise Broadbridge - better known as The Honest Midwife, Baby Behaviour Expert Sam Saunders - also known as The Baby Guru, Parenting Consultant Elizabeth Day, and many more!

About Green Sheep Group

Green Sheep Group is a UK-based nursery company whose brands include The Little Green Sheep and Snüz.

Under the Snüz brand is the award-winning SnüzPod Bedside Crib, voted the UK's best bedside crib by Mother & Baby magazine. Snüz is focussed on creating stylish and clever sleep solutions that benefit both parents and baby.

The Little Green Sheep is an organic and natural baby brand. For over 10 years The Little Green Sheep has been using only the finest and most natural ingredients to create beautifully-made products including bedding and mattresses.

Green Sheep Group (GSG) can be seen in some of the most trusted UK retailers including John Lewis, Mamas & Papas, Harrods, Next and Amazon as well as over 200 of the best independent stores.

The company is operated from its Headquarters in Snitterfield, near Stratford-upon-Avon and distributes via a warehouse facility in Redditch.

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