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FOR IMMEDIATE RELEASE

ATHLETES NEED MORE SLEEP, COMFORT PRODUCTS CAN HELP

Charlotte, NC, July, 2017 – Athletes are always on the go, on and off the field, and less sleep can mean more injuries. Players who got less than six hours of sleep per night had an increased rate of injury during games, according to a [University of California study](#); making choosing comfort products conducive to sleep crucial.

“When we design products, we keep athletes in mind,” said Contour Products President Scott Davis. “Our products aim to aid comfort by correctly aligning the body during sleep. This can not only prolong sleep, but help athletes recover when injuries do happen.”

Athletes often place sleep on the backburner. In highly trained team sport athletes, 50 percent of athletes were considered poor sleepers and 28 percent had daytime sleepiness in a recent study published in the [European Journal of Sport Science](#). The study concluded that athletes needed to learn more about their sleep schedules, sleep longer, and have better quality sleep.

Injury is a common occurrence in sports. In collegiate football alone, 8 out of every 1000 players are injured, according to a [National Collegiate Athletic Association report](#). The way players behave during recovery from these injuries is critical for their chances of playing again.

For longer sleep and shorter recovery time, players should consider how they sleep and type of injury. Comfort products are designed to target specific areas of the body:

- Head, Neck, Shoulders, Upper Back: orthopedic pillow, cervical roll, bed wedge
- Lower Back, Hips, Pelvis: lumbar cushion, leg support pillow, seat cushion
- Legs, Knees, Ankles, Feet: leg wedge, knee elevation cushion

“We want athletes to be as healthy and safe as possible, because both everyday exercise, and injury recovery time can have a huge impact on their success,” said Davis. “Our variety of comfort products can help.”

The Contour [Cool Leg Pillow](#) was recently featured in 12 NFL players’ training camp bags.

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Since the introduction and success of the Contour Pillow® in 1991, **Contour Products, Inc.** has sold more than 20 million products in the United States and 80 other countries. We design comfort solutions to improve the overall physical well-being of our customers and, ultimately, enhance their daily lifestyles. An emphasis on posture, ergonomics and support is what

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