

AKA Partners with NYU School of Medicine Sleep Disorders Center & New York Sleep Institute to Provide Sleep Solutions that Go Beyond the Bed

According to the National Institute of Health, approximately 70 million people in the United States are affected by a sleep problem. Travelers are most susceptible to restless nights, as a new sleeping environment coupled with jet lag can take its toll on one's body. AKA, a luxury extended-stay brand, is taking serious shuteye to the next level with the **AKA Sleep School**. In partnership with the New York University School of Medicine Sleep Disorders Center and the New York Sleep Institute, AKA is creating a comprehensive program to ensure guests get a good night's rest during their visit and after they return to their homes. Guests can choose customized accommodations, participate in evening Sleep School seminars and benefit from in-room screenings with board-certified sleep specialists. The **AKA Sleep School** debuts in November to coincide with National Sleep Comfort Month.

"We are addressing guests' sleep concerns and helping them find solutions that go beyond the pillow and the bed," said Larry Korman, co-president and director of general operations for AKA, who struggles with getting enough rest himself. "While many in the hospitality industry focus on the bed, we learned from our partners at NYU and the New York Sleep Institute that all aspects of the room, from the lighting to mirrors to alarms clocks, must be taken into consideration," he continued. "Since AKA's extended-stay guests typically stay 30 days or more, our sleep-school students will have a healthy amount of time to put what they learn into practice."

Guest Rooms Selected and Customized Based on Sleep Patterns

In-room sunlight plays a significant role regarding one's sleeping habits. At AKA United Nations, guests who have trouble falling asleep will be placed in a southwesterly-facing suite on a lower floor with minimal exposure to the sun, while guests who have trouble waking up in the morning will feel the rays coming through the window in a front-facing suite on a higher floor. For those with stronger sleep aversions, AKA properties will be outfitted with light boxes, black-out drapes and light-sensitive alarm clocks. Since televisions and bedroom mirrors can also be a distraction, each can be removed or covered upon request. Customized suite selection is available free of charge.

AKA Sleep School Seminars

Road warriors, leisure travelers and local residents are invited to participate in hour-long, evening sleep seminars to get educated on this common affliction. Highly accredited professionals from the New York University School of Medicine Sleep Disorders Center or the New York Sleep Institute will discuss topics such as pre-bedtime routines, sleep myths, tips on how to combat sleep apnea and more. In lieu of coffee, green tea will be served to help attendees stay focused throughout the class. The monthly workshops will take place at one of the New York City AKA properties. The first session is slated for November 27 at 7 p.m. at AKA United Nations. Seminars are offered free of charge to AKA guests. Advanced reservations are requested.

Private In-Room Screenings

When counting sheep and warm milk isn't doing the trick, AKA guests can take advantage of one-on-one in-room screenings. For an additional fee, experts from NYU and NYSI will make house calls to AKA guests' suites to assess individual sleeping patterns and make recommendations. Guests who require a comprehensive sleep study can undergo further evaluation at the nearby New York University School of Medicine Sleep Disorders Center and the New York Sleep Institute facilities. AKA guests will be billed directly by the accredited sleep facilities.

The **AKA Sleep School** will initially be available at AKA's four Manhattan properties: AKA Central Park, AKA Times Square, AKA Sutton Place and AKA United Nations. Please mention SLEEP when booking.

Located at 724 Second Avenue, the **New York Sleep Institute** is an accredited center of the American Academy of Sleep Medicine and provides the highest patient care standards in the field of sleep medicine. The center provides a complete evaluation and treatment of all types of sleep disturbances and on-staff sleep specialists are board certified in sleep medicine and are experienced in treating sleep disorders in both adults and children. Situated at 462 First Avenue, the **New York University School of Medicine Sleep Disorders Center** is a clinical and research service available to assist physicians and patients in the diagnosis and treatment of severe or prolonged difficulties regarding sleep. The center is outfitted with state-of-the-art recording equipment and is also equipped for in hospital monitoring for screening and follow up purposes. The staff is multidisciplinary and experienced in the treatment of various sleep disorders. As part of the NYU School of Medicine, the center serves as the training site for medical staff interested in sleep disorders.