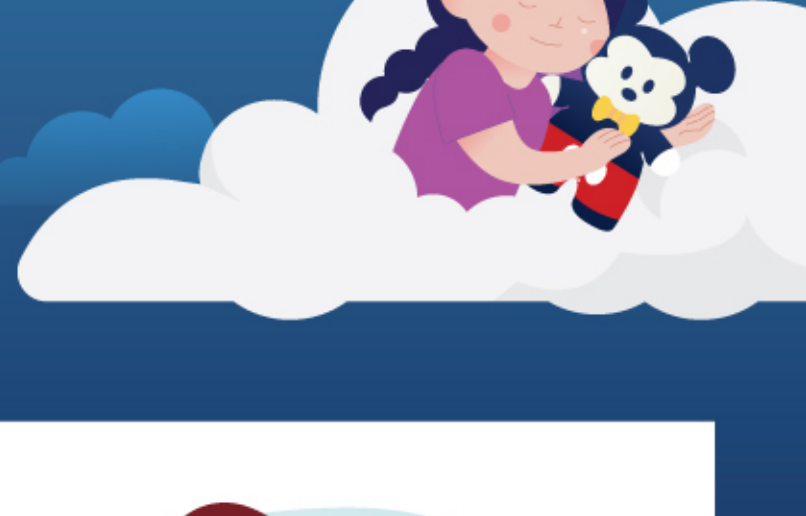


Add Some Magic to Bedtime



Messages from Mickey and friends

Parents can now call **1-877-7-MICKEY** to give little ones something special to look forward to at bedtime.



1-877-7-MICKEY

Disney store's toll-free number has five special messages from:



Mickey Mouse



Minnie Mouse



Donald Duck



Daisy Duck



Goofy

Available throughout United States and Canada until August 31*

Plenty of families struggle with bedtime



77% of parents

are exhausted by the process of getting their children to bed¹

According to a study of 1,000 parents with children aged 3-12

Did you know?



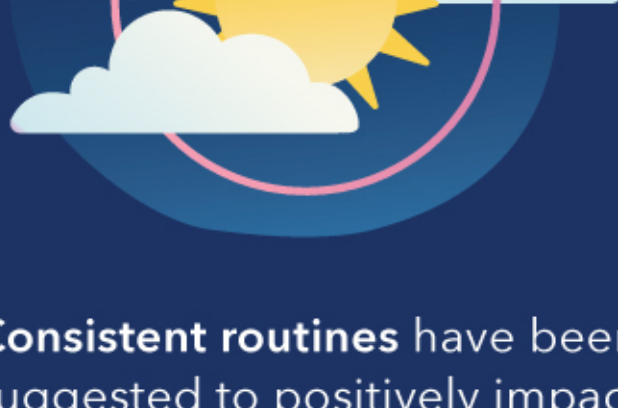
Only about **half** of children under age 11 go to bed and wake up at consistent times.²



Children whose parents have rules enforcing bedtime sleep an **average of 1.1 hours longer** than other children.²



Many parents and children find that taking a **bath/shower** or reading before bed helps sleep come more easily.²



Consistent routines have been suggested to positively impact parenting stress and, in turn, contribute to improvement in their children's emotions, behavior, and readiness to learn.³

Disney has teamed up with **Lauren Olson**, certified pediatric sleep coach and founder of "Sleep and the City"

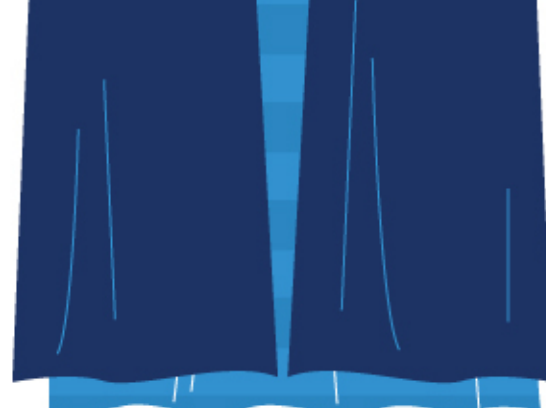
LAUREN'S TIPS FOR Common Sleep Challenges

WAKES UP TOO EARLY

Child is up every morning before 6 a.m.



Give your child a **light or clock that lights up** when it's time to get out of bed in the morning.



Add a **blackout shade** to bedroom windows.



WON'T GO TO SLEEP

Child refuses to fall asleep on their own or is waking up in the middle of the night.



Provide a comfort item which is **only offered at sleepy time**. This can be a blanket or favorite stuffed animal. Consider using one of the new Cuddleez, an oversized plush that can even double as a pillow for toddlers when traveling.

SCARED AT NIGHT

Child says he or she is frightened at night.



Introduce a toy "friend" that is **only offered at bedtime**.



Encourage your child to **hold, squeeze, or sing** to their friend if they're scared.

Consistency is key!



Decide on a **consistent yet flexible** schedule that works for your life and stick to it as best possible.

Visit shopDisney.com/Sleep-Shop to see more of Lauren's bedtime tips

AND a new assortment of sleep items (pajamas, plush, reward charts, and more!) from Disney, Pixar, Star Wars, and Marvel.

*Messages will be available from August 6–August 31, 2018. Limit 1 message per call. If calling using a mobile phone, standard mobile charges may apply. © Disney

1-877-7-MICKEY

¹ Survey conducted by OnePoll for Firefly with a sample of 1,000 parents of children aged 3-12 in August 2017

² National Sleep Foundation Sleep in America Poll (2014)

³ "The Buffering Effect of Childhood Routines: Longitudinal Connections Between Early Parenting and Prekindergarten Learning Readiness of Children in Low-Income Families" Michaela L. Zajicek-Farber, Lynn M. Mayer, Laura G. Daugherty & Erika Rodkey (2014)