

THE POWER NAP KIT™

Are you a parent, teacher, nurse or a tired overscheduled teenager?

How do the teens in your life handle stress?

Discover an effective technique for coping with stress and sleep deprivation with the NEW **Power Nap Kit™** produced by At Peace® Media. Power napping is an easy to learn, tried and true technique used for years by astronauts, the military and business people to improve alertness, aid productivity and alleviate sleep deprivation. A power nap is an approximately 30-minute exercise that yields the benefit of up to four hours of restorative sleep. The beauty of the power nap concept is that it is a natural ability and does not require books or extensive training.

Why do teenagers today need to learn how to power nap?

According to many educators, healthcare professionals, coaches and parents, teens today are over-scheduled, stressed out, chronically sleep-deprived and in desperate need of coping strategies and solutions. The **Power Nap Kit™** (PNK), was developed and produced by **At Peace® Media** along with high school English teacher, Anton Anderson, who created the original **Power Nap Club™** (PNC) at Greenwich, CT H.S. in an effort to help students cope with chronic fatigue and stress.

“Teenagers today are totally oversubscribed. I’ve been teaching for 36 years; it’s clear to me that the pressures on kids today are unprecedented in the history of adolescence. We are expecting them to function like executives of fast-moving businesses when they are only 15 or 16 years old. They have to constantly perform in the classroom, in athletics, community service and jobs. I see too many exhausted kids,” says Anderson.

What is the purpose of the PNC?

Although he created the PNC as an after-school club in 1998, Anderson witnessed a steady surge of popularity in his weekly meetings. By October 2002, Anderson’s PNC began to attract local, national and even international media coverage. Although he never sought out public recognition for the PNC, his concern over his daily experience of facing weary, overscheduled teens, struggling to stay awake in class dovetailed with a growing public recognition that stressed-out American teens are pressured and obsessed with an unattainable vision of perfection – the best schools and most competitive colleges, the hippest clothes, a perfect body, the coolest friends . . .

Why the PNK?

Anderson has fielded calls and queries from dozens of teachers, parents and students throughout the U.S. who want to duplicate the Power Nap Club™ in their communities and schools. ***“After reading about my club in the local newspaper, At Peace Media donated some of their music CDs and I started to play them for the kids in the PNC along with my own guided voice narrations. They really responded to the music and found it truly enhanced their ability to relax, unwind and drift off into sleep,”*** said Anderson. ***“When I started to get calls from all over the U.S. asking how to duplicate my Power Nap Club™ experience, I decided to call John at At Peace® Media and see if we could work together to create a kit that would provide the tools for others to do what I was doing.”***

The result of this collaborative effort is the new PNK, a multi-media product produced by At Peace® Media. Released in late 2003, the PNK includes two CDs with the same peaceful music and spoken voice narrations created for and used by Anton Anderson’s PNC. Parents, teachers, coaches and peers contribute to an unprecedented level of pressure on teens today yet, coping skills and strategies are either not taught or are in short supply. ***Teen Stress: An Inside View***, a 44 page book within the PNK, unflinchingly tackles this issue and offers a wide array of suggested resources for further study, sleep facts and strategies, and describes how and why the power nap concept works. Unlike preachy self-help books

that are heavy on the “how-tos” yet light on the research, Teen Stress offers fascinating interviews and current research findings from sleep and stress experts.

According to Anderson, “***The Power Nap Kit™ is really hitting a need for overstressed kids. A power nap is no substitute for healthy nighttime sleep habits . . . but a half-hour of quiet rest can do these teenagers a lot of good and will help open their eyes to the demands of their bodies.***”

While intended for teenagers, the PNK can be used by anyone seeking a coping strategy to combat stress, fatigue and sleep deprivation. Sleep deprivation causes accidents (more automobile accidents are related to overtired, sleepy drivers than drunken driving), health problems, aggravates stress and results in a shorter life span. While most teenagers need 8 1/2 hours of sleep to function optimally, the average 11th grader only gets 7.1 hours of sleep and many sleep even less, due to the demands of keeping up with pressures related to school, sports, peers and community activities.

What's in the PNK?

- **Power Nap CD:** 72+ minutes. Guided voice narrations created and spoken by Anton Anderson, accompanied by peaceful music from At Peace® Media, used by the original Power Nap Club™.
- **Power Study CD:** 64+ minutes. Provides music for concentration recommended by Anton for use while studying, writing and reading.
- **Teen Stress: An Inside View** book. 44 pages. This well-researched book not only offers definitive proof from experts and teens alike that teen stress is a chronic problem, but also includes numerous “expert view” articles with medical and healthcare professionals, “real teen” interviews, recommended resources, coping strategies and tips and techniques for starting a PNC in your school or community.
- **Power Nap Club™ poster.** Four color, 11 x 17” two-sided poster features the PNC logo and motto “*Veni, Vidi, dormivi* – I came, I saw, I slept – on one side and peaceful imagery from nature for contemplation and meditation on the flip side.

Sales and distribution:

- **List Price:** \$39.95
- **Released:** November/December 2003
- **Call 800-575-7715** or visit www.powernapkit.com to purchase the PNK online or download a PDF order form for fax or mail orders.
- **At Peace® Media** offers discounted pricing on volume orders of the PNK to teachers, educators, school healthcare administrators, nurses and school affiliated PNCs. Call Sherry Donovan, Sales Director, 800-619-1410 or email sherry@atpeacemedia.com for details.
- **The Power Nap Kit™** will also be available at bookstores and specialty retailers. Call 800-575-7715 with inquiries about sales and distribution.

Educational aids:

- **Discussion/study guides** for each feature article in the 44 page book, **Teen Stress: An Inside View**, are being created for teachers and students. These one-page, discussion/study guides are being jointly created by Anton Anderson and At Peace Media and will be available as FREE downloads from the www.powernapkit.com website.
- **Start a Power Nap Club.** Do you have questions about how to start a PNC? The book, **Teen Stress: An Inside View**, enclosed in the PNK includes feature articles with suggestions and ideas on how to start a PNC.
- **Ask Anton** is a new interactive forum for teachers, educators, parents and students at www.powernapclub.com. PNC website visitors simply email questions to Anton Anderson; questions and answers will be posted regularly up on the PNC website.
- **Sign up for the free e-newsletter, Power Nap News**, at www.powernapkit.com or www.powernapclub.com. The Power Nap News will report info, links and resources related to stress, sleep, power napping, power nap clubs and more.
- **Reviews:** Complete reviews and links to editorial coverage of Anton Anderson’s PNC can be found at **Read the Reviews** at www.powernapclub.com

**FAQs with Anton Anderson
Founder and facilitator, the PNC:**

Where did the term Power Nap come from?

When I was a student at Cornell University, one of my professors was James Maas, who coined the term Power Nap and whose dynamic teaching really planted the seeds of interest in this subject in me. The key to making a nap work is to limit the snooze time; more than 20 minutes, and the body resists waking up.

How is a Power Nap different from meditation?

*Power napping differs from meditation in several ways. The primary way is in orientation. The Power Nap experience makes sleep the goal; the meditation experience does not. In fact, it actively discourages it. Having trained in both methods, I find the Power Nap a more natural way of finding rejuvenation. My experience, and that of my students, has shown that frequent practice makes for a well-rested and more energetic physical and mental life experience. **The more you Power Nap, the better you experience and enjoy life and learning***

Describe the Power Nap sessions on the Power Nap CD in the Power Nap Kit™?

The Power Nap CD offers three different kinds of power nap experiences: guided relaxation through visualization of the body, tension and relaxation and a mantra meditation session. All three duplicate techniques I have used successfully in my Power Nap Club™ for the past two years. Each of the three sessions is accompanied by music from At Peace® Media which my students found worked best for them along with my voice narration. At the end of each session, a bell or chime sound awakens you. You can nap for a shorter time but do not nap for more than 30 minutes maximum.

Veni, Vidi, Dormivi (I came, I saw, I slept)

“You snooze, you lose” is not an expression anyone would apply to the POWER NAP CLUB™.

Created by high-school English teacher, Anton Anderson, **Veni, Vidi, Dormivi (I came, I saw, I slept)**, the official motto of the Power Nap Club, quickly dispels the notion that this club is in any way a joke. During the PNC’s weekly meetings after school, Anderson soothes his students into a restful state of slumber with a variety of relaxation and visualization techniques, accompanied by peaceful, acoustic instrumental background music. *“No one suffers more than our over-committed children. That is the reason I started the **Power Nap Club™** in the first place; I wanted to give my students a “time-out” from the stressful, angst-ridden lives they were living. And, it worked! Just ask any of them and they’ll be glad to tell you how much the training has carried over into the larger world. Once they, or anyone, have absorbed the techniques that are provided in the **Power Nap Kit™**, this relaxation method is no further than a thought away. And, it can be practiced anywhere, anytime.”*

Anderson hopes that the media coverage of his PNC will result in teens, parents and educators working closely together to discuss and put into practice more effective coping strategies – such as the power nap concept – to help alleviate teen stress and sleep-deprivation. *Only **AT PEACE MEDIA** saw a way to spread the message of relaxation and—more than that—the how to of relaxation to a wide audience. The result is the **Power Nap Kit™**”, says Anderson.*

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