



For Immediate Release: February 5, 2020

Local Student & Teacher Named Among Winners of the Nationwide Super Sleep Contest

A student and teacher from the Altoona Middle School are winners of the "Super Sleep Contest." 8th grade student Isabella Bauer and teacher Greg Emerson were awarded the honor by GENYOUth, through their flagship Fuel Up to Play 60 program, and Sleep Number, the smart bed company. The organizations jointly challenged students nationwide to showcase the super things their schools can do when everyone gets quality sleep for a chance to win a Sleep Number 360® smart bed



Isabella Bauer
Altoona Middle School

The Super Sleep Contest was launched by Sleep Number and GENYOUth in October at a 100-Days-to-Kick-Off event at Hard Rock Stadium in Miami. Students ages 13 and older who attend GENYOUth partner schools were asked to team up with an educator from their school to create a 90-second video that highlights what they can accomplish with quality sleep. Video entries were judged based on creativity, their authentic sleep message and audio/visual quality.

Isabella and her teacher, Mr. Emerson, emphasized the importance of getting quality sleep each night, shared tips for removing sleep distractions from their rooms and suggested creating and sticking to a regular sleep schedule. They also raised their voices about the benefits of a good night's sleep, including better focus, concentration and sports performance.

"Isabella is an amazing young lady not only representing Altoona Middle School, but our adolescent generation. Looking for great things from her in the future!" Mr. Buss, AMS Principal

Isabella will receive a Sleep Number 360 smart bed, and Mr. Emerson will receive a Super Sleep Toolkit for AMS classrooms with educational resources provided by Sleep Number. GENYOUth received entries from over 25 states.

Contact Mr. Emerson for more info about this award: 715-379-0838, gemerson@altoona.k12.wi.us

###

Joyce Orth, Communications Coordinator
School District of Altoona
jorth@altoona.k12.wi.us · 715-839-6032

About GENYOUth

GENYOUth is a 501c3 nonprofit organization that empowers students to create a healthier future for themselves and their peers by convening a network of private and public partners to raise funds for youth wellness initiatives that bolster healthy, high-achieving students, schools and communities nationwide. As the largest in-school health and wellness program dedicated to creating healthier school communities, we believe that all students are change-agents who deserve the opportunity to identify and lead innovative solutions that positively impact nutrition, physical activity, and student success. GENYOUth has had Fuel Up to Play 60 and Adventure Capital programs in over 73,000 schools, reaching over 38 million students in nearly 10 years of operation. For more information about GENYOUth, visit www.genyouthnow.org.

About Sleep Number

As a purpose-driven company, Sleep Number's mission is to improve lives by individualizing sleep experiences. Our revolutionary Sleep Number 360® smart beds deliver proven, quality sleep through effortless, adjustable comfort. Our integrated SleepIQ® operating system captures over 9 billion biometric data points every night and delivers actionable insights to improve your overall sleep health and wellness. To experience proven quality sleep, visit SleepNumber.com or one of over 600 Sleep Number® stores. More information is available on our [newsroom](#) and [investor relations site](#).

About Fuel Up to Play 60

Fuel Up to Play 60 (FUTP 60) is a leading national in-school health and wellness program launched by the National Football League (NFL) and National Dairy Council (NDC), which was founded by America's dairy farmers, in collaboration with the United States Department of Agriculture (USDA). Fuel Up to Play 60's primary focus is to help schools meet their wellness goals and encourage youth to consume nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables and whole grains and lean protein foods and achieve at least 60 minutes of physical activity each day.

Since its launch in 2009, more than 73,000 schools have enrolled in the program - that's three fourths of all schools in the United States - with the potential to reach more than 38 million kids. About a third of these schools are in large urban areas, where most at-risk kids reside (and have the most to gain from programs like Fuel Up to Play 60). Fuel Up to Play 60, is offered to all schools with students in grades K-12, at no cost.