



## **Sleep Cycle announces collaboration with wellness music pioneer and sleep coach Tom Middleton**

**Gothenburg, Sweden – March 10, 2022** – [Sleep Cycle](#), the world's most popular sleep solution, is thrilled to announce the launch of an audio based sleep coaching program, a unique collaboration with wellness music pioneer and sleep coach, Tom Middleton.

Middleton has a fascinating background and relationship to sleep. Earlier on in his music career, with a hectic schedule taking him across different time-zones, he suffered severely from sleep deprivation and burn out. Reevaluating his life-style, he trained as a sleep science coach and then returned to university to study the neuroscience and psychology of music. This scientific perspective informs his soundscapes, already supporting millions every night, and helps the mind and body relax before bed to promote a deeper and higher quality sleep.

"Tom is not only an accomplished musician and creative, he has also experienced firsthand the consequences of sleep deprivation." Said Sleep Cycle's Head of Content, Andreas Roman. "With this background, combined with Tom's skills, training and scientific approach to finding better sleep, it felt like a natural choice to work together. We hope that the quality and compassion poured into this Sleep Coaching Program, will help others on their journey to better sleep."

Sleep Cycle has a vast sound library of Sleep Aid content including guided meditations, music, spatial soundscapes and sleep stories. By adding a new sleep coaching program, Sleep Cycle has created a brand new Sleep Aid category to cater for a wider user audience who are seeking a holistic approach to sleep. The hope is that sleep coaching will help users learn to sleep better and adopt the effective sleep routines advised in the program.

Speaking of the collaboration, Middleton says: "I'm delighted to have the opportunity through Sleep Cycle's platform to share new sleep music, talk about sleep, and maybe even send you to sleep with my talking!"

The first installment to be released of the sleep coaching program contains 'Tom's Story', 'The Mind' and beautifully composed sleep music. The subsequent installments include 'The Body', 'The Room' and further sleep music compositions. All soundscapes are exclusive to Sleep Cycle.

Parts of the sleep coaching program will be available as a free feature for a limited time, within Sleep Cycle's Sleep Aid feature, and accessible in full to Premium users.

To learn more about Sleep Cycle, visit: [www.sleepcycle.com](http://www.sleepcycle.com)

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**About Sleep Cycle**

With millions of active users and over 400 million nights analyzed in more than 150 countries, Sleep Cycle is the leading sleep tracker application and one of the most widely used solutions worldwide to improve sleep health. Sleep Cycle's mission is to improve global health by empowering people to sleep better. Since its launch in 2009, Sleep Cycle has helped millions of people understand their sleeping habits and improve their sleep. Sleep Cycle is one of the world's most comprehensive sources for statistics, frequently contributing to sleep research by collaborating with renowned universities and research facilities worldwide. Sleep Cycle is regularly featured in notable media outlets covering the product and the company's released Sleep reports. Sleep Cycle (<https://www.sleepcycle.com>) is listed on Nasdaq Stockholm under the ticker SLEEP.