

## **AKA Partners with NYU School of Medicine Sleep Disorders Center & Sleep Medicine Associates of New York City 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 Sleep Medicine Associates of New York City, AKA offers 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 and benefit from in-room screenings with board-certified sleep specialists.

"We are addressing guests' sleep concerns and helping them find solutions that go beyond the pillow and the bed," said Larry Korman, co-president at 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 Sleep Medicine Associates 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. Guests will also receive a complimentary AKA Sleep School amenity kit upon arrival including a sleep mask, ear plugs, aromatherapy oils, sleep CD and the highly-acclaimed book, "The Promise of Sleep."

### **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 SMA 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. AKA guests will be billed directly by the accredited sleep facilities.

The **AKA Sleep School** is currently available at AKA's four Manhattan properties: AKA Central Park, AKA Times Square, AKA Sutton Place and AKA United Nations. For additional information about **AKA Sleep School**, please email [inquire@stayaka.com](mailto:inquire@stayaka.com).

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. <http://www.med.nyu.edu/sleep/>

Located at 11 East 26<sup>th</sup> Street, the **Sleep Medicine Associates of NYC** is an accredited center of the American Academy of Sleep Medicine and offers a comprehensive and multidisciplinary approach to sleep disorders. The facility utilizes state-of-the-art equipment to provide sleep evaluation, testing and treatment for all ages with both nocturnal and daytime sleep studies. <http://www.sleepmedicinenc.com>