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NATIONAL BED FEDERATION

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thesleepcharity.org.uk

How to get involved



Join Us for Sleptember 2025

Spotlight on Beds & Bedding

At The Sleep Charity, we believe that everyone deserves a good night's sleep. That's why we're excited to announce that this year's Sleptember will be sponsored by the National Bed Federation/Bed Advice UK focusing on beds and bedding – the foundation of quality rest.

As a valued part of the bed industry, we invite you to join us in helping the nation sleep better.

The UK's Sleep Crisis

Sleep deprivation is a growing issue, impacting health, productivity, and well-being.

9/10

people in the UK say they currently suffer from poor sleep

£40 billion

The economy loses an estimated £40 billion a year due to sleep deprivation

50%

of children suffer from a sleep issue in their childhood which raises to 80% when there is a SEND diagnosis

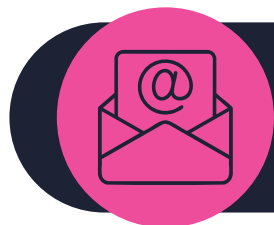
As a key player in the sleep industry, your support can make a tangible difference. By working together, we can raise awareness and promote the importance of quality beds and bedding in achieving restful sleep.

How you can help

We've outlined four simple ways to participate in Sleptember and make an impact:

- 1. Run an Online Promotion**
Highlight the importance of a quality bed and bedding by supporting The Sleep Charity with a donation
- 2. Support Staff Through Our Workplace Sleep Ambassador Programme or a Lunch and Learn Webinar**
Help your employees understand the importance of sleep, leading to better workplace wellbeing and productivity through one of our corporate training courses.
- 3. Engage Customers with a Fundraiser**
Whether it's a 'Wear your PJs to work' day or pillowcase design competition, a bake sale or sporty challenge, we can support your event with online promotions driving customers instore.
- 4. Provide Customers with Online Sleep Content**
Receive a free Supporter's Pack to share expert tips, facts, and advice on your website or social media, educating customers on how beds and bedding contribute to better sleep.

By taking part, you'll not only support a national campaign but also enhance your brand's reputation as a business that truly cares about sleep health.



Let's make this Sleptember the biggest yet!

If you'd like to get involved, please email charlotte@thesleepcharity.org.uk for further details.