



MEDIA RELEASE---FOR IMMEDIATE RELEASE

Contact: Rebecca Tyke, Co-Founder and President, iSleepFit™ System, Inc.
rebecca@isleepfitsystem.com, 616.460.4085

West Michigan Start-up Improves Health through Better Sleep

Grand Rapids, Mich., Oct. 1, 2016 - iSleepFit™ System is creating a fitness movement to make sleep a conscious part of healthy living - 24/7. Their initial product, the iSleepFit™ Posture Belt, guides users toward an ideal sleep position. Post-surgical recoveries and health conditions such as pregnancy and sleep apnea can be improved by maintaining a particular sleep posture, and even facial wrinkles can be lessened by managing those daily sleeping hours.

The patent-pending iSleepFit™ Posture Belt fits around the waist and includes moveable balls which serve as bumpers to create gentle discomfort and guide users into a back, side or stomach sleeping position. Doctors often recommend sleeping on the back because gravity naturally balances the body weight and aligns the spine and internal organs. However, health conditions such as pregnancy, snoring or sleep apnea can make side sleeping a better option. Users are encouraged to consult their doctor regarding their personal best sleep position.

The iSleepFit™ Team gets its entrepreneurial roots from family member Charlie Tyke, best-known for as the creator of Little Tike Toys. Rebecca Tyke and her three children, Brittany Lane, Breanna Bueche and Chase Bueche have been working at 2/90 Sign Systems, a national manufacturer of architectural signage, which was founded in 1978 by Charlie Tyke.

“Because we were raised in a solution-driven environment, it’s only natural for us to want to share our experiences to help others,” said Breanna Bueche.

Family struggles with pain from poor sleep habits prompted the group to devise their own solution. “When my doctor told me my stiff neck was caused by sleeping on my stomach, I was amazed there weren’t any products to help me,” explained Chase. “As a result of our research, my entire family now enjoys a healthier night’s sleep because we changed our sleep position—and it can help you, too.”

Learn more at www.iSleepFitSystem.com to make sleep a conscious part of healthy living – 24/7.