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**STARTS**

**BleepBleeps launches Suzy Snooze, a smart sleep tool for families**

* *Suzy Snooze is the first ever all-in-one sleep trainer, baby monitor and nightlight*
* *Developed with leading sleep academics to encourage healthy sleep routines in young children*
* *Inspired by simple geometric shapes of kid’s building blocks and built with a team of world-leading designers and creatives*

*Visit Kickstarter:* [*https://www.kickstarter.com/projects/bleepbleeps/309896052?token=575f2b49*](https://www.kickstarter.com/projects/bleepbleeps/309896052?token=575f2b49)

**LONDON** – **21st June, 2016** – Suzy Snooze, launched today on Kickstarter, is the latest in the [BleepBleeps](http://bleepbleeps.com/) line of cute, connected devices that make parenting easier. Suzy Snooze, an all-in-one baby monitor, sleep trainer and nightlight, has been co-created with UK’s biggest parenting community, Mumsnet.

Suzy Snooze helps young children get to sleep, stay asleep as well as learn healthy sleeping habits. Its Sleep Sequence function uses patterns of light and sound to induce sleep at bedtime, before turning into a constant nightlight, to fill the room with a cosy light needed to create the consistent and calm environment to help children stay asleep. At a time set by the parent or guardian, Suzy’s hat gently pops up to let children know it’s time to get up, allowing both children and the whole family get a better night’s rest.

Suzy Snooze can also be connected to the BleepBleeps app, allowing parents to monitor their child’s sleep via a smartphone and making it easy to schedule and log sleep routines for children, even recommending unique sleep schedules for children based on their age.

Suzy Snooze has been developed using the latest in sleep science to help young children learn healthy sleep routines, with guidance from Professor Colin Espie, Founder and Chief Medical Officer of Sleepio, a clinically proven digital sleep improvement programme and one of the world’s leading authorities on sleep at the University of Oxford. Espie advised on how light and sound could be used to create the most relaxing environment for children to sleep in, all with the understanding that good sleep habits in early life lead to a lower incidence of sleep disorders later on.

Alongside its own team of designers, BleepBleeps has also brought together the UK’s leading creative talent to develop Suzy Snooze including industrial designers Map, technology consultancy Hirsch & Mann, and world-leading electronic music producer and DJ Erol Alkan who has created a unique soundscape for the product. Like all BleepBleeps products, it was inspired by the simple geometric shapes of kids toys, with a wide range of other influences from iconic industrial design by the likes of Italian studio Alessi and Germany’s Dieter Rams to distinctive Japanese vinyl toys.

To make the product smart as well as beautiful, BleepBleeps also worked with Hive, the technology design studio, on developing the Suzy Snooze connected experience via the BleepBleeps app.

This emphasis on design stems from the belief that parenting products should be designed to with both child and parent in mind: stylish enough to fit in any contemporary home and with enough character to appeal to children. Above all, the design needed to have longevity, to allow Suzy Snooze to grow old with the child, remaining useful for years and not just weeks.

Suzy Snooze has been created with Mumsnet, with hundreds of parents from the Mumsnet community developing and co-creating the product. The same parents will help *beta* test Suzy Snooze before it reaches Kickstarter pledgers and store shelves.

“The idea for Suzy Snooze came from my own experience of trying to create different sleep routines for my children with my wife.” said **Tom Evans, Founder of BleepBleeps**. “Speaking to other new parents, it became clear that sleep is one of their primary concerns, with many wanting to know how to get their child to sleep, the right amount of sleep and when, not only for the health and wellbeing of the child but for the family as a whole - it’s a daily struggle. We saw this as a real opportunity to make something that was loved and useful and would grow with the child, as no existing products combine sleep training, a nightlight and a baby monitor all-in-one. We also knew that very few related products had much in the way of a pleasing, long-lasting design aesthetic that would appeal to the parents so we decided to create Suzy Snooze.”

**Justine Roberts Founder, Mumsnet said:** “Sleep remains one of the hottest topics of conversation on Mumsnet as it's a real pain point for many parents. So it’s easy to become obsessed by the number of sleeps a baby has in a day, or what time a toddler keeps waking up in the morning. We’re excited to be involved in the development of a world-first product, created in partnership with leading sleep scientists and parents, which will make bedtimes easier for families around the world.”

**Professor Colin Espie, Chief Medical Officer, Sleepio said:** “Proper sleep plays an important role in the early development of a child, and it’s our belief that learning good sleeping habits early in life will help minimise the risk of sleep disorders as adults. Sleep is critical for a family’s health and wellbeing, not just how much sleep your child is getting, but parents too! We’ve worked with BleepBleeps to ensure their product team has access to world class sleep experts and the latest scientific research to create an effective sleep preparation tool for families.”

Suzy Snooze is the second product in a line of cute, connected devices from BleepBleeps which help make parenting and family life easier. The Suzy Snooze Kickstarter launches on Tuesday 21 June and runs through to Thursday 21 July, 2016. The first 100 people to back the project will be able to purchase Suzy Snooze for an earlybird price of $125, before moving to the standard Kickstarter price of $149. Backers will receive their Suzy Snooze six months later and shortly after, the product will go on sale to the mass market at a retail price of $175.

**ENDS**

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**Suzy Snooze product specifications**

* Size: 150mm height x dia.90mm
* Product Weight: 500g
* Boxed Weight: 750g
* Power: 5V micro-USB
* WiFi range: 50m/150ft with AES encryption

**About BleepBleeps**

BleepBleeps makes cute, connected devices that help parents and their children. Each device connects to the BleepBleeps app and gives parents access to simple tools, guidance and content to make parenting and family life easier. BleepBleeps distinguishes itself from existing parenting and Internet of Things products by its emphasis on and commitment to good design.

The company’s first product was Sammy Screamer, a motion alarm that bleeps and sends a notification to the owner’s smartphone when moved. It raised $90,840 via Kickstarter in 2014 and has since been featured in MoMA (New York), Colette (Paris) and The Design Museum shop (London). BleepBleeps’ second product, Suzy Snooze, will be launched on Kickstarter in June 2016.

BleepBleeps was founded by Tom Evans, one of the UK’s leading creatives, in 2013. Before BleepBleeps, Tom founded Mook, one of the UK’s leading digital agencies, and held senior creative positions at other top agencies including TBWA and SapientNitro. He was also Brand Communications Director at Jack Wills, the premium UK fashion brand.

[www.bleepbleeps.com](http://www.bleepbleeps.com)