



CALL US FOR ALL YOUR SLEEP QUESTIONS

***For immediate release....***

***There's a new kid on the block, and they're helping babies sleep... well, like babies.***

September 2014 - In South Africa, the controversial “sleep training” debate has heated up considerably over the last few months. With so many puritan views on the subject, it’s difficult to discern which information is objective, honest and suitable for everyday families.

However, there’s one consultancy that’s managing to gently, compassionately help families throughout South Africa regain and maintain healthy sleep patterns. **Good Night** is a child and baby sleep consultancy that specialises in helping parents with children who struggle to sleep soundly and who have difficulties with children who cannot sleep through the night, as well as helping parents of children who are challenged by with successful day naps and overall sleep health.

While there’s a small percentage of women in South Africa who are able to employ night nurses who share the responsibility of tending to a newborn’s erratic sleep schedule, the reality for most mothers is that they are running households, responsible for more than one child, and often these women have limited or no maternity leave. A sleep deprived individual is an ineffective individual. And in the case of mothers who are emotionally invested in every facet of their lives, sleep deprivation can have long term disadvantages.

Good Night was started by Petro Thamm, whose passion for sleep was birthed from her own sleep-deprived experiences when her son was born. After four months of waking up every 45 minutes she embarked on a journey that she hoped would end in better sleep. She found herself in America, where she trained as a sleep consultant. The knowledge she gained helped to transform her son into a good sleeper. This made such an impact on her that she decided to dedicate her professional life to helping families in Africa; educating them on the importance, relevance and manageable aspects of child, toddler and baby sleep.

Petro Thamm is currently the Managing Director of the International Association of Professional Sleep Consultants, and was the first certified sleep consultant in Africa, trained by Dana Obleman from the Sleep Sense™ Institute in America. Petro heads up the Good Night Child Sleep Consultancy, where she trains professionals to specialise in baby and toddler sleep. Together with her team; they help parents who struggle with their child’s sleep by using positive sleep solutions and Cognitive Behavioural Therapy type treatments.

[www.goodnightbaby.co.za](http://www.goodnightbaby.co.za)



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Petro further educates herself in the spheres of neuroscience, nutrition, toddler discipline, breastfeeding and other baby and sleep related matters. In a brief interview with the power-woman, she explained that Good Night's core responsibility is to empower parents to do what comes naturally, as they have the best instincts when it comes to the well-being of their children. "I am not for sleep training. I am for sleep". She believes sleep is the fundamental building block of healthy living and considers the education around better sleep as a passion, more than a job.

Good Night offers private consultations, stay-overs, telephone/skype consultations as well as provides seminars, workshops and follow-up meetings to ensure that you receive a personalised, gentle solution to your child's sleep requirements. With a track record of more than 2000 content families who now have a good night's rest, Petro and her team must be doing something right.

Good Night will be hosting a baby expo/seminar on the 1st of November at the Indaba Hotel, Fourways, Gauteng from 09:00 – 13:00. The seminar will be panelled by a chiropractor, a sleep doctor, a nutritionist, and a sleep consultant. These professionals will discuss all you need to know about your baby and toddler's sleep, and will explain the role of nutrition in effective baby and toddler sleep. They'll answer questions like "Will taking my baby to the Chiropractor help him/her sleep better?" and "What are the mechanics around sleep for my baby/toddler?" Tickets will be available at [www.goodnightbaby.co.za](http://www.goodnightbaby.co.za)

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