Inconvenient Sleep: Why Teams Win and Lose

(Media Kit)

1. ISBN
2. Publication date
3. Author bios and twitter accounts
4. Book description
5. E-book version presale will available on Amazon and Kobo
6. Print version will be published on Amazon
7. Attached Images: Book cover and author photos
8. ISBN (for print): 978-1-7772617-1-9

ISBN (for eBook): 978-1-7772617-0-2

1. August 18, 2020. Self-published.
2. Pat Byrne pioneered sleep and fatigue programs for professional athletes and sports teams in 2008. His science-based approach and practical solutions have proven to increase performance for athletes, teams and workers, globally. His successful track record includes many championship teams across North America and Australia. With over 30 years of experience in health, safety and performance optimization Pat brings a unique and effective approach to fatigue management. He is also a sought-after speaker known for melding science with humour.
   1. Twitter: @sleepsports

Suzanne Byrne has been implementing effective fatigue management programs with professional and high performance athletes and teams for over a decade. She is a former NCAA volleyball player and award-winning athlete who coaches volleyball in her spare time. Suzanne studied law at Tulane University Law School and graduated with a sports law certificate. Her experience and education in sports gives her an extensive understanding of sleep and fatigue issues facing athletes and the solutions they need for success.

* 1. Twitter: @Byrne\_sportslaw

1. **“Unparalleled expertise on sleep and performance.” —Leonard Zaichkowsky, Ph.D., author of *The Playmaker's Advantage: How to Raise Your Mental Game to the Next Level***

In the world of professional athletes, competitive sports, high-intensity training and macronutrient diets, there’s an often overlooked, key tactic in any team’s winning formula: sleep! But with fatigue management and sleep science, coaches, players and even managers can greatly **improve their performance**, and ultimately, **unlock new potential**.

There is no question that athletes need rigorous training and effective physical conditioning in order to succeed. But very few athletes care as much about resting as they do about working hard. This book aims to change that by explaining why sleep is a crucial factor for maximizing peak performance and engaging in purposeful recovery. Sleep science experts **Pat Byrne** and **Suzanne Byrne** have dedicated their lives to understanding sleep as it relates to athletic performance: from sleep latency, circadian rhythms and sleep debt to sleep trackers and debunking the most common myths around sleep. Combining the best and latest research to empower athletes to optimize their performance, *Inconvenient Sleep: Why Teams Win and Lose* reveals effective strategies to manage your sleep while understanding its full effects and complexities. This is the ultimate exploration to sleeping towards success—for athletes and non-athletes alike.

1. eBook presale will begin the week of July 27, 2020, on both Amazon and Kobo.
2. The print version will be published via print-on-demand by Amazon and Ingram Spark.