

## Wake Up Narcolepsy Launches Worldwide Step Up For Sleep

**WORCESTER, Mass, August 15, 2024** – [Wake Up Narcolepsy](#) (WUN), a national leader in Narcolepsy advocacy, today announced the launch of [Worldwide Step Up For Sleep](#). The global campaign is designed to raise awareness and vital funds around World Narcolepsy Day, which takes place on September 22, 2024.

The campaign will run for the entire month of September, with the goal of aligning participants' physical activity with raising awareness and funds for Narcolepsy. Participants can track walking, running, rowing, cycling, or other physical activities, encouraging friends and family to join them and get involved in spreading the word.

The participant who raises the most funds at the end of the month will win a \$100 Amazon e-gift card and two Wake Up Narcolepsy Worldwide Step Up For Sleep t-shirts. Additionally, weekly challenges and prizes will be announced throughout the month.

"Each year, World Narcolepsy Day is a dedicated day to raise awareness of Narcolepsy on a global scale," said Tammy Anderson, Assistant Director at Wake Up Narcolepsy. "This year, we decided to step it up and celebrate World Narcolepsy Day for the entire month. We hope that others in our Narcolepsy community and beyond will join us and do the same for this important cause."

To register for Worldwide Step Up For Sleep, visit <https://p2p.onecause.com/worldwidestepup>.

Sponsors include Jazz Pharmaceuticals, Avadel Pharmaceuticals, Harmony Biosciences, Axsome Therapeutics and Centessa Pharmaceuticals.

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### About Narcolepsy

Narcolepsy is a lifelong neurological condition that impedes the brain's ability to regulate sleep and wake cycles. It affects 1 in every 2,000 individuals with a genetic predisposition activated by an environmental trigger. Typical onset of Narcolepsy occurs between the ages of 10 and 20, but can also occur in young children. Symptoms vary from individual to individual, with some cases being more severe than others. In individuals with Narcolepsy, aspects of rapid eye movement (REM) sleep intrude on wakefulness while wakefulness intrudes on their sleep.

Individuals with Narcolepsy may quickly enter REM sleep without first experiencing non-rapid eye movement (NREM) sleep at night and during the day. Some of the characteristics of Narcolepsy include cataplexy, sleep paralysis and hallucinations. On average, it takes 6-10 years to accurately diagnose Narcolepsy.

### About Wake Up Narcolepsy

Founded in 2008, Wake Up Narcolepsy (WUN) is a 501(c)(3) nonprofit organization dedicated to driving Narcolepsy awareness, education and research toward improved treatments and a cure. For more information, please visit <https://www.wakeupnarcolepsy.org/> or contact [info@wakeupnarcolepsy.org](mailto:info@wakeupnarcolepsy.org).

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