

FOR IMMEDIATE RELEASE

Calendar Contest Provides Healthy Benefits for Kids and Adults

BOSTON, MA (July 28, 2009) -- Circadian Age, Inc. – '[Working Nights](#)' – a company dedicated to helping shift workers and their families adjust to their unique lifestyles, is announcing an exciting new calendar contest. The [2010 Working Nights Creative Arts Calendar Contest](#) offers organizations the opportunity to create a custom health and safety calendar incorporating winning illustrations or photographs submitted by company employees and their family members. Winners' artwork and their names will be included in the calendar.

"[Shift workers](#) face special circadian rhythm and biological clock challenges," says Betsy Connolly, President of Circadian Age. "Employers purchasing our products see fewer accidents and errors, reduced [health costs](#) and absenteeism rates, and improved productivity."

Working Nights has specific goals in mind for those who participate in the Creative Arts Contest. In addition to increasing awareness of health and safety issues both at home and work, participation will provide an opportunity for kids and adults to show their creative side – qualities often neglected in today's hectic and task oriented world. This is especially important for shift workers whose [serotonin](#) levels are often found to be low. Lower levels can result in sleep problems, anger, depression, and anxiety. People with normal levels of serotonin feel a sense of well-being, security, confidence, and relaxation, and a stronger ability to concentrate. Nurturing creativity can help provide the serotonin boost that many shift workers need.

A study by the University of Montréal, Quebec, Department of Psychology, revealed that self-induced changes in mood can influence serotonin production (participants recalled autobiographical memories to self-induce sadness, happiness, and a neutral emotional state).ⁱ A study conducted by The Dana Consortium and released in 2008ⁱⁱ concluded that creativity is beneficial for children. The study found that training in the arts can "influence other cognitive processes" through attention. According to the study, children's ability to portray their creativity through art can positively help them in other aspects of their lives.

The Working Nights calendar incorporates [color-coded stickers](#) to help workers and their families manage their day-to-day lives. Health and safety tips specific to shift work provide a unique motivational tool for employees seeking to improve their security and wellbeing.

In an economy of uncertainty and volatility, as employers heighten their focus on health care prevention and [cost reduction](#), the 2010 Working Nights Creative Arts Calendar Contest provides a great opportunity for businesses and employees alike. By staying motivated and having a positive attitude, employees can improve their health, enjoy a better work/life balance, and be more productive at work.

Contact Information

Members of the media or interested trade association personnel seeking a free 2009 calendar or more information, please contact:

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For factual information about shift work and health, and for specific information about the calendar contest, see <http://www.workingnights.com/blog/about-us/news-and-press-releases/>.

About Circadian Age, Inc. – ‘Working Nights’

Circadian Age, Inc. – ‘Working Nights’ – specializes in shift work, and in the circadian rhythm and biological clock challenges that shift workers face. Working Nights is committed to helping managers and employees working shift work improve work/life balance. Over 25 million people in the U.S. and 600 million globally, work outside normal daytime hours, including many working weekends and rotating shifts. Studies have indicated that shift workers are at greater risk for certain illnesses such as sleep disorders, obesity, diabetes, and cardiovascular disease. For nearly 25 years, Working Nights has helped improve employees’ readiness for work and expand their knowledge of ways to minimize health and safety issues within shift work environments. Armed with this increased awareness, employees, their families and the organizations they work for benefit from improved health, lower health care costs and fewer safety incidents.

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ⁱ [Perreau-Linck E; Beauguard M; Gravel P. et al. In vivo measurements of brain trapping of \$\alpha\$ -\[¹¹C\]methyl-L-tryptophan during acute changes in mood states. J Psychiatry Neurosci 2007;32:430-4.](#)

ⁱⁱ [M. Gazzaniga et al. Learning, Arts, and the Brain; The Dana Consortium Report. March 2008.](#)