

American Cancer Society and Sleep Number Win Golden Halo Award for Best Intersectional Initiative

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Sleep Solutions, Scientific Revolutions: American Cancer Society and Sleep Number advance Sleep Science and Cancer Prevention recognized for partnership and impact.

MINNEAPOLIS--(BUSINESS WIRE)-- In a groundbreaking recognition of innovation and impact, sleep wellness technology leader **Sleep Number Corporation** (Nasdaq: SNBR) and the American Cancer Society (ACS) have been honored with the Golden Halo Award for Best Intersectional Initiative in 2024. The award, presented by Engage for Good, celebrates brand and non-profit initiatives that break new ground in addressing multiple causes and communities simultaneously, marking a significant milestone in corporate social responsibility. The Best Intersectional Initiative category is new for 2024 and spotlights projects that embrace intersectionality in their mission to rise above conventional boundaries, targeting diverse issues and communities with a unified approach.

Shelly Ibach, Chair, President and CEO, Sleep Number, and David Benson, Executive Vice President, North Region, American Cancer Society, accept the Golden Halo Award for Best Intersectional Initiative in 2024 (Photo: Business Wire)

This year's award celebrates the collaborative efforts of ACS and Sleep Number, bringing together sleep science and technology, community well-being, and patient support through innovative initiatives spanning both organizations to support the ACS

vision of ending cancer as we know it, for everyone, by addressing the interconnected needs of individuals across the sleep and cancer care continuum. These initiatives include:

- Integrating Sleep Number's proprietary sleep data into cancer research;
- Engaging communities in cancer prevention and screening through partnership with the NFL-supported Crucial Catch campaign as well as with **The Defender, presented by Sleep Number**;
- Enhancing the sleep experiences of cancer patients and caregivers at American Cancer Society **Hope Lodge®**

communities nationwide;

- Team member engagements like community volunteering and Fit2Be Cancer Free.

“The American Cancer Society’s partnership with Sleep Number truly embodies an innovative collaboration where sleep science, community well-being, and cancer care intersect to improve the lives of cancer patients and families,” said Michael Neal, Chief of Organizational Advancement, American Cancer Society. “We are so proud and grateful to work with such an amazing partner and leverage the unique strengths of each organization to help end cancer as we know it, for everyone.”

The partnership extends beyond traditional boundaries, resonating with diverse audiences, including communities disproportionately affected by cancer and those facing sleep-related challenges. Sleep Number and the American Cancer Society's collaborative efforts set an innovative standard for corporate social responsibility, demonstrating the power of intersectionality in addressing complex social issues.

“We're tremendously proud to receive the Golden Halo for our accomplishments with American Cancer Society,” said Shelly Ibach, Chair, President and CEO, Sleep Number. “Our collaboration resulted in groundbreaking research, expanding our reach and impact at the intersection of well-being, sleep, and cancer care. Cancer affects everyone and resonates deeply with all Sleep Number stakeholders. Integrating ACS into our sleep science and prevention initiatives, as well as with partners like the NFL, means we’re attacking cancer from many angles. Our partnership with ACS supports Sleep Number’s purpose – to improve the health and wellbeing of society through higher quality sleep – as we fight this horrendous disease.”

The Halos were presented at the Engage for Good Conference in Minneapolis on May 15, 2024.

For more information about Sleep Number and the American Cancer Society's intersectional initiative, please visit cancer.org/sleepnumber.

About the American Cancer Society

The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. For more than 110 years, we have been improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support. We are committed to ensuring everyone has an opportunity to prevent, detect, treat, and survive cancer. To learn more, visit cancer.org or call our 24/7 helpline at 1-800-227-2345. Connect with us on [Facebook](#), [X](#), and [Instagram](#).

About Sleep Number

Sleep Number is a wellness technology company. We are guided by our purpose to improve the health and wellbeing of society through higher quality sleep; to date, our innovations have improved over 15 million lives. Our wellness technology platform helps solve sleep problems, whether it's providing individualized temperature control for each sleeper through our Climate360® smart bed or applying our nearly 26 billion hours of longitudinal sleep data and expertise to research with global institutions.

Our smart bed ecosystem drives best-in-class engagement through dynamic, adjustable, and effortless sleep with personalized digital sleep and health insights; our millions of Smart Sleepers are loyal brand advocates. And our 4,000 mission-driven team members passionately innovate to drive value creation through our vertically integrated business model, including our exclusive direct-to-consumer selling in 675 stores and online.

To learn more about life-changing, individualized sleep, visit a Sleep Number® store near you, our newsroom and investor relations sites, or **SleepNumber.com**.

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Source: Sleep Number Corporation