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**C/O Tim Cook**  
Apple HQ  
1 Hannover St  
Mayfair, London  
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Date:  
**15.03.2019**

Dear Apple,

It's eve here, the sleep-wellness brand. The 'yellow' ones. The guys who found a way to put seriously comfy mattresses in a box and deliver them straight to the door. You get the idea.

The thing is, we've got a favour to ask. It's something we've been fretting about. Something that's undoing all our hard work. And it involves your 'snooze button' function...

Did you know that 'snoozing' has been scientifically proven to damage our health? Every morning, reaching for that tempting 9-minute snooze, leaves millions of Brits fuzzy, frazzled and late for work. Not cool.

So, consider this our plea. Remove that snooze button in your next software update and single-handedly improve the nation's sleep-wellness. We're doing our part by creating products that guarantee a sublime sleep and a perfect start. Now we're asking you to do yours.

We're just asking you to think different, Apple. Help us refuse to snooze.

Yours peacefully,



eve sleep PLC



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