



In the Media

Who is "the Magic Sleep Fairy"?

My name is Alison Scott Wright, I'm a Mum and a (young!) Grandmother, who has been blessed with an amazing sixth sense and a special gift when it comes to helping babies and their parents.

My background is in nursing and care and I have worked in this area all my life. Twelve years ago I moved into the world of maternity nursing and found my real passion. Looking after babies, triplets and twins has been a role I have genuinely loved and cherished.

Through my work I realised that much of the help and advice on offer was confusing and outdated, really not relevant to today's working families. Also that a painful condition called reflux or GORD often went undiagnosed severely affecting a baby's ability to feed and sleep. I went on to write my book, the Sensational Baby Sleep Plan which was published by Transworld in January 2010.



Magic Sleep Fairy in the Media- The Highlights

New for the Autumn

The Surrey Advertiser –a widely distributed Surrey newspaper are due to publish an article about my work with a recent client.

PRIMA Baby and Pregnancy magazine - confirmed cover mount with 40,000 copies of my book being published and on sale from Mid-October.

Yano at www.yano.co.uk commencing in September 2011 Alison has been commissioned to write a monthly article relating to topical issues surrounding babies, children for their new website designed "to empower and inspire families through enlightened discussions whilst addressing the physical, emotional, intellectual and spiritual aspects of a child's life"

July 2011

PRIMA Baby and Pregnancy magazine -a comprehensive article by Alison on Reflux.

June 2011

Talk Radio – Europe. Alison is interviewed live by Hannah Murray on June 14th

Mail on Sunday article on 12th June 2011, written by Sadie Nicholas. Interviewing Carly Cole on sleep deprivation and how Alison's help enabled her to get baby Ruby to sleep through the night. This article followed an interview with Carly Cole in April

NOW magazine – naming Alison as the Magic Sleep Fairy who helped them in difficult times.

May 2011

In -Practice Alison was commissioned and has written an article on sleep and routine for babies 0 -3 months for the In-Practice website aimed at providing information for other allied health professionals. Date for publishing TBC.

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January 2011

Celebs magazine – 'It's a crying shame' a true story about acid reflux and it's devastating effect on a baby and how Alison helped to make life better, by Nuala Barrett

October 2010

Irish Times publishes an article on baby sleep provided by Alison

August 2010

Channel 4 TV programme 'Who knows best? Can't Sleep Kids' at 9pm on 3rd August 2010. Alison goes head to head with another sleep expert to see whose methods are most effective – Alison successfully helped twins learn to sleep through the night without sleep aids, in new beds, and won the wager.

GMTV following "Can't Sleep Kids" on the 4th August, Alison and the twins Mum Suzy are interviewed on the GMTV sofa

Today FM on the Ray D'Arcy Show Alison is interviewed live on 4th August to talk about the programme.

BBC Radio Solent and Radio Surrey 15th August, Alison is interviewed on the **Mike Powell Show**

June 2010

Practical Parenting Magazine publishes an article with Alison's advice on how not to spoil your kids

May 2010

Radio Oxford interview Alison live to talk about her attendance at the Oxford Baby Show

February 2010

Wales Online "Fairy Magic that helps baby to sleep sweetly" is an article about Alison's work based on a true story.

January 2010

Sunday Telegraph article in the 11th January, by Judith Woods on her sleep training success with 'The Magic Sleep Fairy'

BBC Radio Humberside interviews Alison about the "Sensational Baby Sleep Plan" on 26th January

Newstalk 106FM interview on 27th January with Alison on the Roy Dunne programme about baby sleep.

Other Appearances

- Alison has been a presenter and special guest at many of the UK Baby shows including Belfast where she went on to appear on their Breakfast show
- Alison has been a guest speaker at many Women's Luncheons and has held several successful seminars

Finally:- From Alison's background in Auxiliary Nursing and care, she trained as a Maternity Nurse and later qualified as a Maternity Nurse Practitioner and has been accepted as an Allied Health Professional with ESPGHAN. She lives in Swanage with her 2 dogs and 3 cats - but as her success continues to grow, she is often found travelling all over the world spreading her Magic Sleepy Dust!

Find more about her through her website at www.alisonscott-wright.com