



## ABOUT CALM

[Calm](#) is the leading mental wellness brand with the #1 App for Sleep, Meditation and Relaxation™, designed to help you manage stress, sleep better and live a happier, healthier life. With hundreds of hours of original audio content available in seven languages, Calm supports users in more than 190 countries. [Apple's 2017 iPhone App of the Year](#) and one of [Fast Company's Most Innovative Companies of 2020](#) and [2021](#), Calm boasts over 100 million downloads to date, with more than 4 million paying members.

## KEY STATS

- Founded in 2012
- 100M downloads, 4M paying subscribers
- 1.5M+ 5-Star Reviews
- Content in 7 languages (English, French, German, Japanese, Korean, Portuguese, Spanish), Members in 190 countries
- Co-founders & Co-CEOs: Michael Acton Smith and Alex Tew

## CONTENT

- **Meditations:** Learn the life-changing skill of meditation from our Head of Mindfulness, Tamara Levitt and roster of guest instructors.
- **Sleep Stories™:** Soothing bedtime stories told to engage all of your senses and transport you to a magical location as you drift off to sleep.
- **Music & Soundscapes:** Exclusive music and sounds to help you focus, relax and sleep.
- **Calm Kids:** Family-friendly Sleep Stories™ and beginner meditations for various age groups up to 18 years old

## RECENT CONTENT RELEASES

- [“Grounded with ROSÉ” Sleep Story:](#) Drift off to dreamland with the melodic voice of BLACKPINK’s ROSÉ
- [“King of the Sleeping City” Sleep Story:](#) The journey begins where city meets sky. Join two icons for a quest to win the night. Original score written and recorded by RZA, narrated by LeBron James.
- [“The Prince and the Naturalist” Sleep Story:](#) In Old England, a naturalist and his royal pupil find that Nature is the best teacher, narrated by Régé-Jean Page.
- [“Dune” Soundscape:](#) Audio derived from the critically-acclaimed film DUNE.

## CALM ON SOCIAL MEDIA

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